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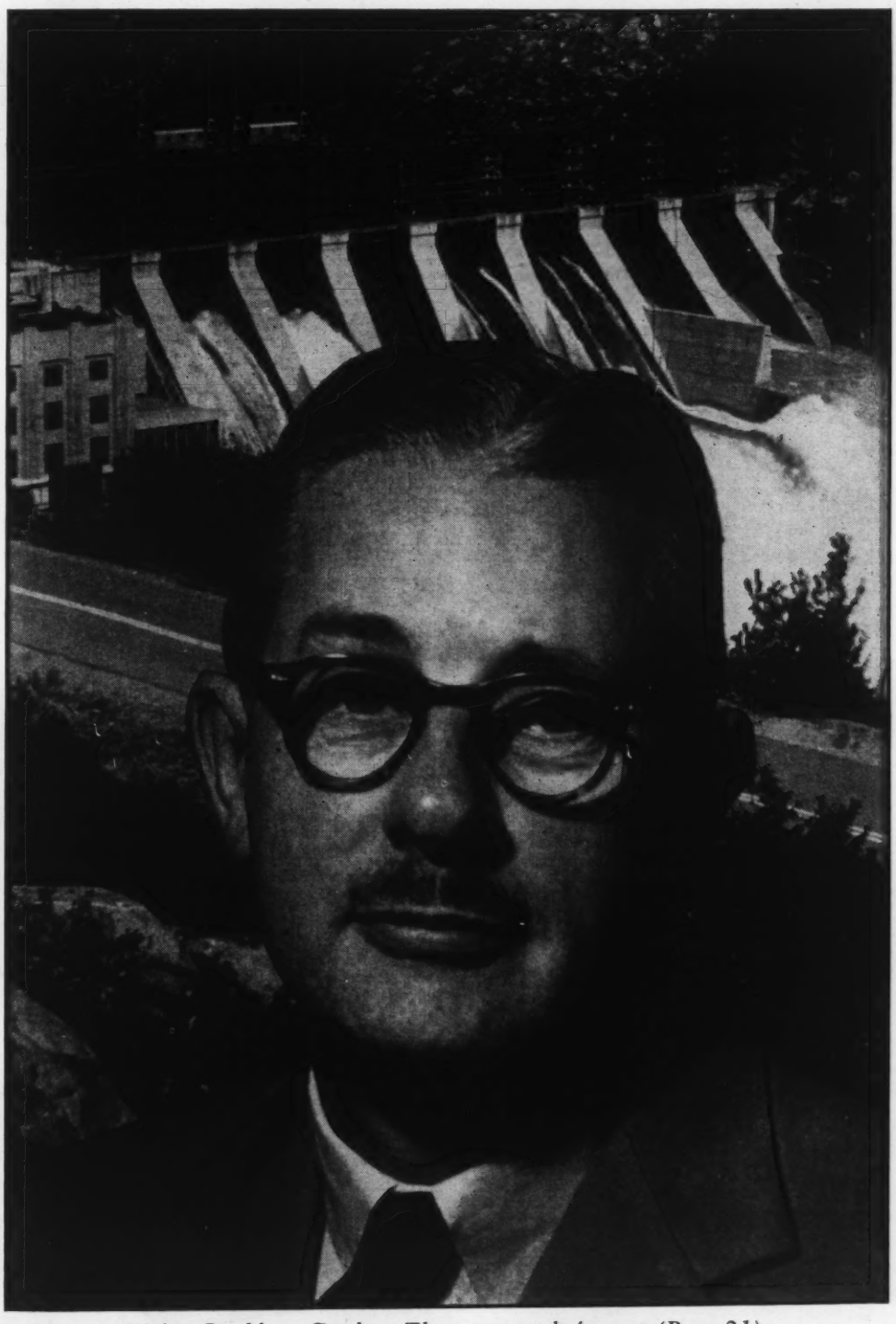


Walter Lockhart Gordon: The prospect before us (Page 21).

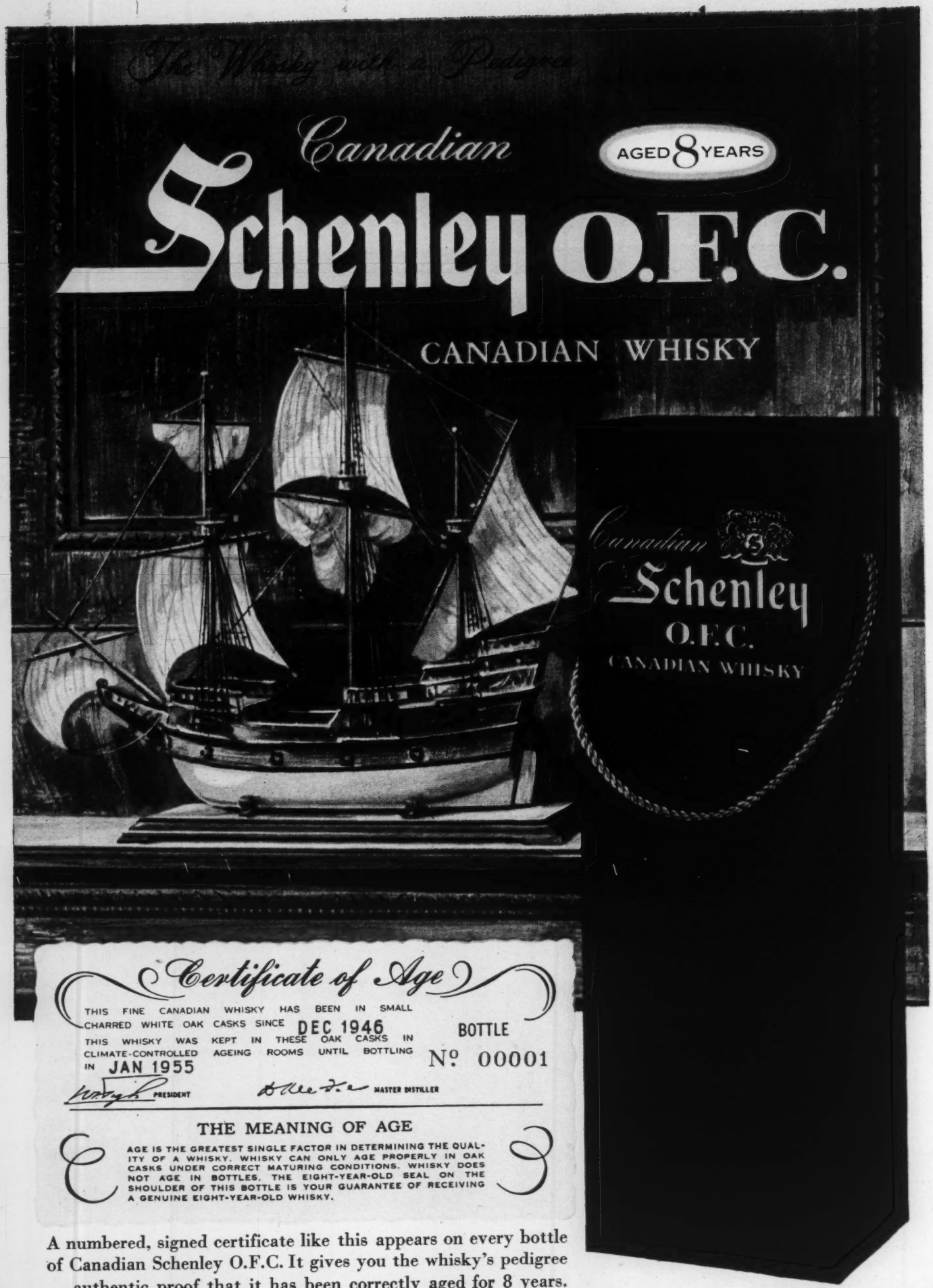
The Front Page

CONSTRUCTION of homes in the United States has reached the point where houses are being built faster than new families are being formed. As a result, the demand for housing has decreased and rents have started to drop.

In Britain's "new towns", four-bedroom houses are being built to rent for $21.15 a month. They are row houses and the renters get the benefit of a small subsidy. But even without the subsidy, the homes could be rented profitably for $25 a month. In Canada, allowing for the disparity between Canadian and British wages and prices, that would mean a rent of between $50 and $55. There may be a small, sleepy community somewhere in this country where four-bedroom houses can be obtained for $50 a month, but anywhere else the rent would be much closer to $100—and probably a house could not be built to rent economically for any less.

Houses are being put up at a record rate in Canada, but this does not necessarily mean that many more Canadians can now afford to buy their own homes. Since last year's changes in the Bank Act, mortgage money is easier to get, and particularly in the larger urban centres, demand for accommodation and construction costs have kept rents at a level generally higher than fairly steep carrying charges on houses on which the initial payments have been made. Even so, the construction rate lags. We are behind the United States and Britain in speed and economic

Atoms: Instruments of Insight
by N. J. Berrill: Page 7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building. Why should this be so?

There are several partial answers to that question. In the United States, low down payments and easy mortgage money have encouraged buying by families in lower income groups; in the greater part of the country, less severe weather conditions enable builders to cut costs. In Britain's "new towns", the houses do not have basements, central heating or, generally, the floor space of Canadian houses; while some of the houses are detached, in most cases they are in rows, short terraces or are semi-detached, which means that costs of land and services can be substantially reduced. However, details such as these are not generally known to the great number of Canadians who want their own homes but cannot buy without loading themselves with debt. Their answer to the question is, nine times out of ten, a vague but grim, "Somebody's profiteering". Subdividers, real estate operators, contractors, labor unions — all get blamed.

What is needed in Canada is an impartial study by a body which has the authority of the Federal Government behind it. The investigation should not be confined to matters like land values and labor costs, but should examine thoroughly the influence of planning authorities and complicated or archaic building codes on the cost of housing.

To anyone concerned with the welfare of the people of Canada, there is no subject more important than housing. Decent shelter is a basic requirement of life, and those who struggle to pay for it should know if they are getting value for their money and, if not, why they are spending too much for too little.

Biffing the Brass

A SECOND British sailor has yielded to impulse and whacked a senior naval officer, and we hope he is treated no more harshly than the first, who was sentenced to two years in the brig. It is a good thing for admirals and others in the gold-braid class to be reminded from time to time that they are as whackable as anyone else; it helps give them that sense of humility which is a necessary part of leadership. A couple of whacks every few years is enough, however. It would never do to let this sort of thing get out of hand; practically, the wear and tear on senior officers would be too great, and aesthetically the combination of gold braid and purple bruises is unpleasant.

The Continuing Thaw

SINCE the Soviet Government announced that it would drop 640,000 men from its armed forces by the end of the year, a great many Westerners have decided that

"Not yet, but save it." (Herblock in the Washington Post)

(a) Russia is ready to talk seriously about disarmament, and (b) a few concessions by the West will bring about an end to the cold war. There is more emotion than logic in these conclusions.

Russia has about 5 million men under arms; her satellites have about 1.5 million; her ally, China, about 4 million. Communist fighting strength will not be substantially affected by the reduction of 640,000. Moreover, the puppet premier of Rumania, Gheorghiu-Dej, has announced quite firmly that Russian troops will remain in Rumania and probably in Hungary even after they leave Austria — a statement he certainly would not have made without consulting the Kremlin. The Rumanian and Hungarian peace treaties permitted Soviet troops to be stationed in those countries only for the purpose of guarding communication lines to Austria. But the treaties will be violated, and the troops will remain (according to Gheorghiu-Dej) until NATO and the Western European Union are dissolved, the rearming of West Germany abandoned and American troops removed from Europe. Those, apparently, are the few concessions.

The first real test of Russia's good intentions will come at next month's meeting of the foreign ministers of the Big Four. Only last February members of the Supreme Soviet decided to increase the arms budget, give top priority to heavy industry and roar defiance at the West. The great thaw in Russia has taken place since that time. It's possible that the temperature will have gone up again between the time the Rumanian premier spoke and the meeting of the foreign ministers. Meanwhile, Red troops still stand 500 miles from the Channel ports.

Whatever may be the results of the ministers' deliberations, however, the psychological effect of Russia's decision to release 640,000 men from the services cannot be ignored. For the Soviet, it was a smart, practical move — badly needed manpower is being obtained for industry and agriculture, military costs are reduced and Communist propagandists are provided with potent material. But more than that, in Russia as well as in the Western countries, there has obviously been a remarkable lessening of tension and fear. Observers have noticed a new gaiety in the manner of the people going about the streets of Soviet cities. Having been thus warmed for a moment or two by the prospect of real peace, even the disciplined Russians may find it difficult to adjust themselves to the chill of an intensified cold war.

Cabinets and Speakers

THERE are times when Prime Minister St. Laurent must wish that a cabinet was nothing more than a convenient place for storing inanimate objects — crockery, curios and that sort of thing. He has a different kind of cabinet to worry about, however—one that is not so easily housecleaned but that now needs a more vigorous dusting than Mr. St. Laurent has been giving it.

His troubles with the cabinet have piled up quickly during the past six months. One member, the Hon. Alcide Cote, has died. Another, Immigration Minister Pickersgill, showed an amazing gift for making gauche speeches. The mighty Minister of Trade, Commerce, etc., Mr. Howe, managed to work himself into a situation from which he was extricated only with the loss of prestige and dignity. Revenue Minister McCann got into enough of a mess to warrant his resignation. And now Defence Minister Camp-

ney will have to face some searching questions about certain business dealings on the West Coast.

Changes in the make-up of the cabinet have been talked about for months, with speculation about the new faces that might appear. The man most frequently mentioned as a candidate for a ministerial job is the Speaker of the House of Commons, René Beaudoin.

Judging by his work as Speaker, Mr. Beaudoin would make a good cabinet minister. But he is also an excellent Speaker. He has been fair and conscientious, has obviously worked hard to master the complexities of parliamentary procedure and has shown an unusual awareness of the dignity of his job and its importance in the structure of Parliament. If he is made a minister, the Cabinet will gain but the Commons will lose—at least until his successor is as proficient.

It would hardly be fair to deny him a ministerial position simply because he is a good Speaker—a minister draws a salary of $15,000 and the Speaker $9,000—but this is something more for Mr. St. Laurent and his colleagues to think about: it is time for the Commons to have a permanent Speaker. The regular rotation of Speakers may have had something to recommend it at one time, but no longer. For the good of Parliament itself, the Commons should have some continuity in the job, and the presiding officer should be relieved of the worries of having to be not only an impartial arbiter but an active politician.

Give-aways

STUNG by the success of the Columbia Broadcasting System's fantastic quiz program, "The $64,000 Question", other TV networks have been trying to devise even more lavish and suspense-full give-aways. If they succeed, of course, CBS will have to boost its jackpot or quit—and as long as advertisers can be found to supply the cash, quitting is out of the question. There would be another challenge then to the rival networks, and if they accepted it there is no telling where the competition would end. The most interesting stage it could reach would be with the advertisers giving away their businesses and appearing on subsequent programs to win them back.

A Raise in Pay

FEW people publicly disapproved of the $25,000 raise in pay given Donald Gordon for his work as president and chairman of Canadian National Railways, and most of these were professional agitators and nay-sayers. At the same time, there was an odd note of apology in the expressions of approval. Newspaper editorialists quickly pointed out that the presidents of other railroads, smaller than the CNR, were getting a lot more than Mr. Gordon, and directors of the CNR were described as "defending" the increase in salary that they had recommended. With just about everyone convinced that Mr. Gordon deserved a boost from $50,000 to $75,000, why all the eagerness to justify it?

The answer is, of course, that Mr. Gordon is a civil servant, and the Canadian conscience feels pretty guilty about paying a civil servant any substantial amount of money for his services—with some reason, considering how governments have fallen into the habit of hiring more and more people to do less and less work. Still, guilty or not, Canadians are now accepting the fact that there are some jobs in the government service that call for a reasonably high rate of pay if they are to be done efficiently, because if they are done badly the cost would be many times a cheese-paring saving on salaries. Mr. Gordon has such a job and has earned his boost.

Donald Gordon: Boosted and baffled.

It is a pity, however, that in all the talk about the fine work being done by Mr. Gordon and the need for paying him something closer to the going rate for railway presidents, nothing was said about the things that make his job more difficult than it should be—the archaic regulations and conditions imposed and preserved jealously by succeeding generations of regional politicians. This burden he shares with the president of the CPR, but it probably weighs even more heavily on him because his work is open to the constant and critical examination of politicians.

The conditions under which Canada's transcontinental rail systems operate were set at a time when the railroads had a monopoly of transportation on land. Since then, other carriers have come along to compete fiercely for every passenger and every pound of freight. It's our guess that Mr. Gordon would now much prefer a release from competitive restriction to another raise in pay.

In and Out of Jail

ON A hill halfway between Lake Ontario and the bustling city of Peterborough, the Ontario Government is building what provincial authorities expect to be "the most modern penal institution in North America". It will be a reformatory, a "maximum security unit", to which will be sent the tough, supposedly psychopathic prisoners who lead other inmates astray, foment riots and generally cause all the trouble they can for jail officials. With these men segregated, the authorities believe they will get better results from their efforts to rehabilitate prisoners in the other provincial reformatories. Undoubtedly they are right; not a great deal can be accomplished in the way of reform when all sorts of criminals are crowded together in one institution.

But segregation is a partial solution only to the problem of what to do with offenders once they are jailed. The building of bigger and better prisons to house selected classes of offenders does not relieve either society or penal authorities of responsibility for what happens to a convicted person before he goes to jail and after he has served his term. Was the term really necessary in the first place? And what happens to him after he has paid his debt to society? These are questions that have been grossly neglected in Ontario (which prides itself on its "enlightened" penal system) and in the other provinces.

If each province had an efficient probation system, there is no doubt that the prison population would be substantially reduced. Britain has shown what can be accomplished in this way.

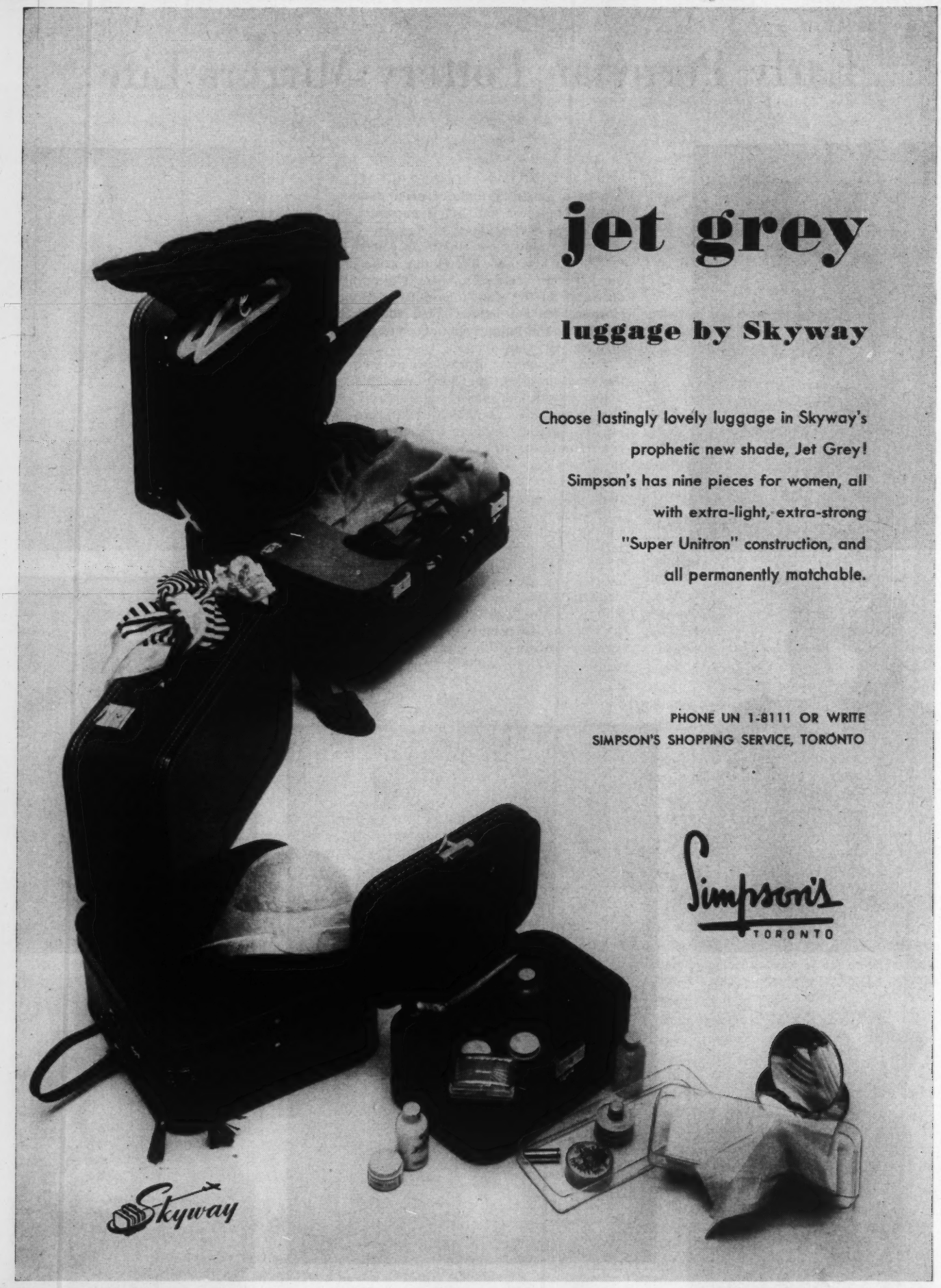
Then, once a man has finished his term in prison, he has theoretically squared his account with society. But that is in theory only. What actually happens is that he is pushed out into an unfriendly world with a few dollars in his pocket (enough to keep him for three or four days, if he is frugal) and the taint of prison on him. Unless he has understanding friends, or the help of an agency like the John Howard Society, his chances of getting a job are slight indeed; he is a convict and therefore someone to be regarded with suspicion by his fellow men, full of their own righteousness.

Rehabilitation does not start or stop at the gates of a prison.

Early Peruvian Pottery Mirrors Life

ANOTHER major example of understanding between business and art is currently on view at the Art Gallery of Toronto. Ancient and modern enterprise are joined by the famed Nathan Cummings collection of Peruvian ceramics. Mr. Cummings, chairman of the giant Consolidated Foods Corporation, has loaned some 200 of his finest pre-Columbian pottery pieces for viewing by Canadians.

Early Peruvian cultures concentrated on the creation of small, finely wrought articles, mostly ceramics and metalwork. Few examples of the magnificent jewellery remain, thanks to the sixteenth-century *conquistadores,* who melted down everything in sight. The clay pots were deemed worthless, and survive to give an intimate close up of the Mochican society of 2,000 years ago. Mochican ceramics offer us the most complete pictorial document left by any prehistoric American culture. These vessels, found along the river valleys of the country's north Pacific coast, depict doctor and patient, mother and child, warrior and craftsman, blind-man and beggar. Mochican potters had a keen eye for realism, with a sharp appreciation of whimsy and the macabre.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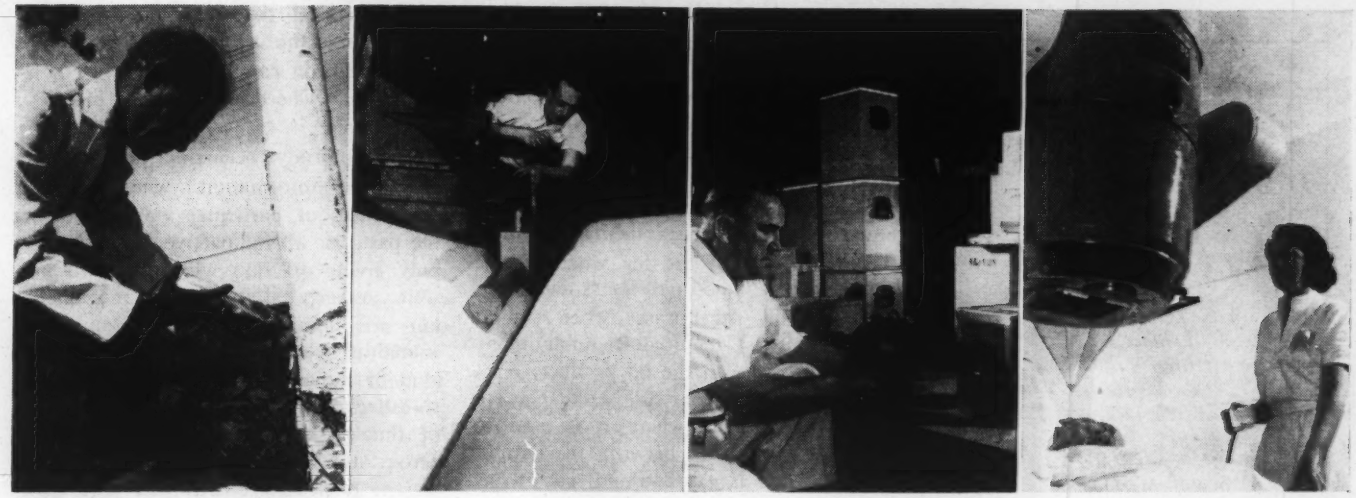

Canada puts the atom to work. Left to right: injected radioactive calcium measures tree growth; Betameter assures uniform thickness of paper; checking packing of radioactive isotopes for safety; the cobalt bomb for cancer treatment.

The Atom: Instrument of Insight

by N. J. Berrill

RADIOACTIVE atoms can mean either atomic war or atomic energy to replace our waning sources from coal and oil. They also already serve as instruments both for investigation and control of living organisms and industrial processes. Here lies their greatest interest and so far as knowledge is power, perhaps their greatest actual and potential value — greater than their employment as nuclear weapons, which can only spell the doom of human hopes, and even greater in the long run than their use as fuel in the production of electric power.

We have access to them in three forms: through the exploitation of naturally radioactive uranium, thorium and radium; as fission products resulting from atomic explosions or from the slower but essentially similar process involved in the production of atomic power; and by bombarding non-radioactive elements with neutrons liberated within cyclotrons and other atomic machines.

What we have been and are now doing with the first group is well known. The second group, the radioactive by-products, are hard to handle and difficult to separate from one another. The radioactive elements of the third group, however, are produced slowly and under control. Cobalt, for instance, is not naturally radioactive, but after subjection to a stream of neutrons for twelve months within an atomic reactor it becomes highly radioactive and remains so for several years. As such it is known as a radioactive isotope, for apart from its physical radioactivity it still retains all the chemical characteristics of the elements cobalt. Over a hundred isotopes of this sort can now be prepared to order simply by cooking elements in an atomic reactor, and many more can be obtained by other means.

Cobalt itself, however, in its radioactive form already shows the range of application and even this may be merely the beginning of its exploitation. It gives off extremely penetrating gamma rays powerful enough to pass right through you and to do considerable damage if not controlled. It is in many ways a remarkable isotope and its rays are as powerful as those emitted from a two million volt X-ray machine and are ideal for bombarding deep-seated cancers.

Canadians have pioneered in this use of radiocobalt and the so-called cobalt bombs are coming into operation in most of our larger hospitals this year.

Bombs, however, are not the only way in which radiocobalt is employed in the treatment of tumors. Radiocobalt can be drawn out as a wire or formed into tiny beads. When enclosed in nylon thread it can be inserted wherever a needle can reach and can be cut and removed when its work is done. In Germany radiocobalt has been used in the form of a fine metallic powder mixed with a doughy substance and moulded into the right shape and size to envelope skin cancers. But in all cases the cobalt is used as a killer and the problem is mainly to reach and kill the malignant cells and leave the rest unharmed.

Used at less intensity or greater distance the same gamma rays of radiocobalt may leave an organism seemingly undamaged but may destroy the capacity of the reproductive cells in particular to multiply or mature properly and so produce sterilization. In this connection, the isotope has been used in a most ingenious manner to eliminate screw-worm cattle disease in the Dutch Caribbean island of Curaçao.

Both in the treatment of cancer and in the sterilization of flies the rays are exploited for their power to kill or to interfere with the division of tissue cells. Cobalt, however, has a natural role to play in the processes of living organisms, whether the organisms be bacteria or human beings, for it is incorporated in the constitution of the vitamin B_{12}. The problem has been to discover just what the vitamin does and where it goes. The radioactivity of the cobalt incorporated in the vitamin made it possible to keep track of it, and the tagged vitamin was followed during its absorption and subsequent metabolism in animals and humans.

Such isotopes have, in fact, endowed the biologist with a sort of additional sense, which may be called a sense of trace, which opens up avenues of exploration in its own way as enlightening as the development and use of the microscope have been during the past three centuries. In all cases of this sort the radioactivity is merely the label which enables the investigator to follow or trace the substance under investigation wherever it goes or however it may become transformed.

Phosphorus is a vitally essential component of every living cell on this planet, and it is also the substance in shortest supply of all those that are indispensable to life. Its role in the metabolism and

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make-up of humans and other creatures is fundamental, particularly with regard to the phenomena of energy transfers, and radiophosphorus is now widely employed to unravel the various processes.

Almost any radioactive isotope can be utilized as a tracer of fluids which contain it. Radiosodium injected into the blood is used to check the rate of flow through vessels of the leg when disease of peripheral blood vessels is suspected and in many other cases when similar information is required. Radio-antimony is in routine use in the oil products pipeline which runs from Salt Lake City to Pasco, Washington, where it is used to mark the boundaries between the various products such as gasoline and oils of different grades. Powdered glass spiked with radio-scandium is being dumped in the Thames by scientists on behalf of the Port of London Authority in order to trace the movement of mud up and down the river as the tides ebb and flow. Radiopotassium painted on a side branch of a plum tree during winter at zero temperatures has shown that the sap flows a foot and a half up and down the branch in two days — a surprise, since everything was thought to be dormant under such conditions.

Radio-iodine has been used to plot the pathways of the spread of oak-wilt fungus along the roots of oak trees and how it spreads from one root system to that of another tree — although radio-iodine is better known for its value in treating diseases caused by overactivity of the thyroid gland.

Probably the most significant use of a radioactive isotope has been that of radiocarbon, for more than any other single element carbon enters into the nature of life. By far the most important process on this planet is photosynthesis, which converts inorganic carbon dioxide into the complex organic carbon compounds characteristic of all living substance. It sustains the earth's vegetation on land and in the sea, and all animal life everywhere. It provides the ultimate source of food for all living things and replenishes the oxygen in the atmosphere.

Photosynthesis consists of a long chain of chemical reactions in which green plants use the sun's energy to build up energy-rich carbohydrates, fats and proteins from water and carbon dioxide, releasing oxygen in the process, and if we could discover exactly how it is all done a new era in chemical, food and fuel manufacturing may open for mankind. The difficulty has been that as soon as the living cell is interfered with the process of photosynthesis stops abruptly, but now it is possible to expose a green plant in the presence of sunlight to carbon dioxide that has radioactive carbon in place of ordinary carbon and, by checking the process at various times, to determine what chemical pathways are being followed inside the cell.

Radiocarbon can be made to yield information wherever carbon plays a natural role.

The naturally occurring radio-isotopes also give information, when properly questioned, of particular value in dating the past, for all radioactive atoms are not only giving off rays which make it possible to keep track of their movements, but are decaying or transforming into something else while they do so. Each kind of radio-isotope has a characteristic so-called half-life, which is the length of time it takes for half of the radioactive atoms present to lose their radioactivity or at least change into some other form recognizably different. Radio-phosphorus, for instance, has a half-life of a little more than two weeks, by which time half the original radioactivity has been lost. After another two weeks half of the remaining radioactivity has disappeared, and so on.

In contrast, the two natural isotopes of uranium, Uranium 238 and Uranium 235, have half-lives of about 4,500 million and 700 million years respectively. Throughout the whole history of the earth radioactive uranium has been slowly changing into a form of lead, and by estimating the proportions of uranium to lead in the earth's crust we get a rough estimate of the time the crust itself has been in existence in its present hardened form, which is about three and a half billion years.

Radiocarbon exists in a natural form and not only as an artificially manufactured isotope produced in atomic reactors. Cosmic rays entering the upper atmosphere from outer space bombard atmospheric nitrogen in such a way that some of it is converted into radiocarbon, and there is a constant though small proportion of radiocarbon incorporated in the carbon dioxide of the air which in turn is incorporated by the plants that use it and by all living creatures that feed upon the plants. As long as the plants and animals are alive, the proportion of ordinary carbon to radiocarbon in the tissues remains the same as in the atmosphere, but once death intervenes, no more of either kind is taken in and the radiocarbon slowly disappears. Its half-life lies between five and six thousand years and accordingly a measurable proportion persists in animal or vegetable remains for approximately thirty thousand years.

Between uranium and radiocarbon and other isotopes yet to be exploited we have fair hopes of reconstructing the calendar for earthly history as a whole. When we add to that the enlightenment that the use of radioactive tracers is giving us concerning the innermost secrets of living processes, the atomic age seems destined to be an age of insight even more than one of power.

by G. E. Valentine

Sacred Cows in our Schoolrooms

A COHORT of distinguished critics has lately been accusing Canadian education of woolly-mindedly wandering too far off the paths that lead to University study. To me, an undistinguished but *practising* schoolteacher, the chief fault in our educational system is, on the contrary, far too much emphasis on University degrees.

For years our educational leaders have been trying to persuade the public that (1) all clever boys and girls—and no others—go on to University (2) which is really the only place where education can be obtained, and (3) all University graduates are superior to everybody else in intelligence, knowledge, and capacity for running everything from a car to a corporation.

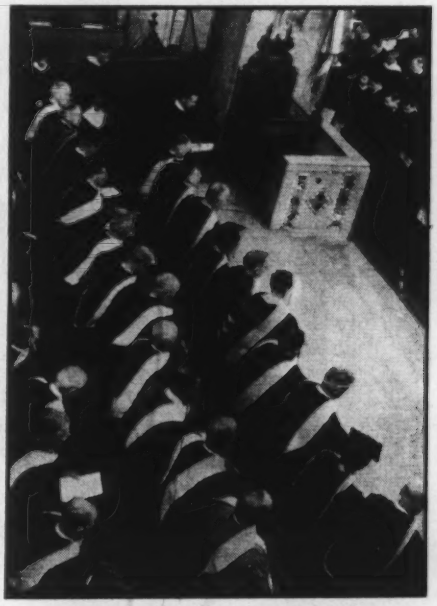
Now all this is about as far removed from fact as a rocket ship from a rowboat. Statistics indicate that out of every 100 Canadian children entering school, just over 30 carry on to finish high school. Only one out of every 800 Canadians achieves a University degree; most of our cleverest men and women never do.

Are they therefore uneducated? In twenty-five years of teaching alongside of both University graduates and mere high school graduates, the thing that has impressed me most has been how little difference there is between them.

This might not apply to those with degrees in law, medicine, engineering, applied science, and so on, for these professional courses demand ability and offer real career-training. But the academic courses leading to degrees like B.A., M.A., Ph.D.—those most favored by educators—offer such a choice of studies, such a range of passing marks, and so little knowledge that is usable in later life, save as a hobby, that few of their graduates retain much to show for their years of study.

To represent the majority of arts graduates as a superior snobocracy of intelligence and learning is absurd. Yet our Departments of Education persist in doing it, and the inevitable result is to tempt more and more people with mediocre minds to struggle through costly University courses for prestige alone, to give us still more ignorant B.A.s and illiterate Ph.Ds. No wonder our Universities complain increasingly of the low quality of their freshmen, and Robert Hutchins refers to American colleges as mere "high-class flophouses".

Until recent years our high schools, too, were a sort of sacred proving-ground for this University-degree theory, for practically every student was compelled to study University entrance courses, though not one in a hundred would ever use them. The recent broadening of our high school courses to give more emphasis to subjects the students may use in later life—shop-work, agriculture, business practice, home economics, and the like—was one of the biggest forward steps Canadian education has ever made.



Sign of superior intelligence?

Or it could be, if our schools were not still geared to the idea that anything but the University entrance course is only for thickheads. And if teachers knew enough about these more practical courses to teach them.

Unfortunately, practical knowledge is not required of high school teachers, except for a few specialists. The chief and only "qualification" for a Canadian high school teacher today is merely the possession of a University degree, regardless of how much useful knowledge he has, or how much ability to teach it.

Ignoring the latter is especially absurd, for without teaching ability a man or woman may have as many degrees as a thermometer and still be futile in a schoolroom. And teaching ability is a matter of character and personality. It is not to any appreciable extent something that can be learned, even if University courses professed to teach it—which few do. Even teacher-training institutions cannot teach how to teach; they can only give a little help to those who already possess the proper personality. Much more comes from experience; most teachers agree that outside of the actual teaching practice it contained, their professional training was from 75 per cent to 98 per cent wasted time.

Yet educationists still encourage the belief that degrees mean superior intelligence and ability; it is strong in the civil service; it is creeping into the business world.

What can be done about it? It seems to me that one good answer would be selection on the basis of ability. When young Canadians finish high school, give them High School Graduation certificates that are graded. Let the top or "A" grade be given for high intelligence plus considerable effort; would that not provide the challenge to bright students which is now lacking? "B", "C", and lower grades would indicate lesser abilities. Let these apply to both academic and practical courses, so that pupils who preferred to study "useful" subjects would not, as now, be regarded as inferior to those who seek merely academic prestige.

The Universities could restrict their freshmen to those with the upper grades of these certificates, to put an end to mental hobos with no asset but the parental pocketbook.

The logical thing for the teaching profession to do would be to establish its own entrance examinations, with suitable personality as the first qualification, knowledge of subjects to be taught the second, and general knowledge the third. The successful candidates could be given a period of teacher-training—six months is probably enough for all of value now taught, though some educationists seek to spin it out to two years—plus a period of supervised apprenticeship, or interneship, when they first start to teach. Those who don't measure up during this period should be weeded out; the rest should be offered promotion on the basis of proven ability.

Please do not think that I would minimize the importance of Universities in our national development. I'd like to see them available to many more students than can now afford them, but only to those able and willing to profit by their studies.

But what a pity to make a University degree a sure passport to a better job regardless of the holder.

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W. Gordon Wood

W. Gordon Wood,
Vice-President, Traffic, Montreal

Pursuant To:

Good and Evil

DEAR SIR:

In your leading article of the August 6th issue you complain about two phenomena in the current health scene and suggest that the Canadian Medical Association might well take the initiative for their correction. Your first observation relates to the conflicting news stories which accompany and follow many scientific discoveries in medicine. By the very nature of biological experiment, it is rarely possible to be dogmatic and the careful investigator reports his findings with justifiable caution. Salk's words that "the objective is to effect an immunologic response that will last for a considerable period of time" is translated by headline writers into "Polio Serum Gives Lifetime Protection". It is this tendency to report in black or white rather than the drab but realistic shade of grey that produces the confusion which you mention. I cannot agree, however, that a consequence of conflicting testimony will be apathy and cynicism. Rather, the public is showing signs of developing the scepsis scientifica which is so necessary to interpret each new addition to knowledge without riding the crests of elation or the trough of despair . . .

The other half of your protest relates to the difficulty of determining which of the many medico-lay health and welfare organizations are worthy of public support and in what measure. We, too, have been concerned about this and a committee has carefully studied the possibility of the identification of the meritorious and the coordination if not the control of the many agencies which appeal for public support. To be brief about it, we concluded that we lack the wisdom if not the courage to belittle any efforts which have even a remote chance of contributing to the solution of the problems of health and disease . . .

Having declined to assume the mantle of omniscence we, like you, felt that perhaps Government could lead us. Without attributing to our political masters and our civil servants intelligence of a higher order than the rest of us, they at least appear to have the authority, in matters of incorporation and in granting tax deductibility of contributors, to exercise effective control. I am aware that Ottawa had a very careful look at the situation and declined to accept the role of arbiter.

It is my view that we will do well to leave to the good sense of the public the causes which they will support and the information which they will assimilate . . .

A. D. Kelly, M.B.
General Secretary, CMA

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Letter From London

Sunshine and Dancing in the Streets

by Beverley Nichols

LONDON has had a wonderful summer, largely because London, at long last, has seen the sun. It appeared about the middle of June—a strange, shining disc in the sky—so long forgotten that the younger generation might have been excused for regarding it as a flying saucer. But it was the genuine article. And it went on shining and shining, and grew hotter and hotter, until it turned all the inhabitants of this ancient city slightly mad, and set them dancing in the streets.

Have you ever seen people dancing in the London streets? I never had, except at the end of World War Two and on the night of the Coronation. But they have been doing so with high abandon and fittingly enough they have been dancing down the streets of Soho, whose councillors suddenly decided that the times were ripe for a great Fair. And not only have they been dancing, but singing and cavorting and lining the streets for such remarkable spectacles as parades of beauty queens, and races of waiters, twisting in and out of the traffic with trays of brimming wine glasses held high over their heads.

Soho—the cosmopolitan limb of London, which sprawls in a maze of tiny streets between Oxford Street and Piccadilly—is one of the most fascinating parts of the great city. It is London's little Europe, whose pavements echo with a babel of tongues, and whose kitchens prepare a variety of dishes unequalled in the world, from Chinese chicken garnished with the petals of lilies, to Turkish *baklava* and *gulabjamuns* from Madras. And it has more history to the square yard than any quarter in the world.

Much of that history, you will be pleased to learn, has a rather rakish ring. Casanova once lodged in Greek Street, and set local tongues wagging. Round the corner Theodore, King of Corsica, died penniless, and was saved from a pauper's grave by an oilman. The gay young sparks of the court of Charles II used to congregate at the notorious Carlisle House, which was managed by a certain Mrs. Cornley, who began her career as an opera singer and ended up in the Fleet Prison. De Quincey smoked his opium in Dean Street, next door to an unknown immortal — the ironmonger's son who posed for Gainsborough's Blue Boy.

But there are more respectable echoes too, in this raffish Soho symphony, such as the rattle of Mrs. Thrale's tea-cups as she prepared tea for Dr. Johnson—and of course, the divine music of Mozart, who lived for a while in the narrow alleys of Frith Street.

Today Soho is comparatively respectable. But not—thank heaven—so respectable that it hurts. And maybe that is why the London police, during the fair, refrained from interfering when stilt-walkers held up the traffic, and exotic Chinese floats crowned with golden dragons went the wrong way down one-way streets, or even when the crowds, surging out of an exhibition of Soho art at the Cafe Royal, dared to sip their luke-warm beer outside, on the pavements. We are certainly living in an age of miracles.

I am not a socialite—cafe or otherwise—but some of the parties this season have been so glamorous that it would have been a crime to miss them. Perhaps the most enchanting was given by actress Adrienne Allen, once married to Raymond Massey, now the wife of a rich American lawyer, Dwight Whitney. (Adrienne's eighteen-year-old daughter, Anne Massey, is one of the sensations of the London season. With absolutely no experience she suddenly made her debut in a comedy called *The Reluctant Debutante*, and acted a long and delicate role with a poise and sparkle that set the critics goggling).

Well, Adrienne gave the party of the year. Imagine an exquisite Queen Anne house, perched high over London on the slopes of old Highgate—a huge, rambling Georgian garden, smothered in white roses and white delphiniums, cunningly floodlit, a whole series of bars, embowered in honeysuckle, serving champagne till

Anne Massey: Poise and sparkle.

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dawn, and so many stars, dancing under the summer night, that the skies themselves were put to shame. And—this is the keynote of London's mood—a touch of fantasy in the shape of thirty stags' heads, wearing ninety yards of imitation pearls round their necks, staring at the guests from the striped walls of a giant marquee.

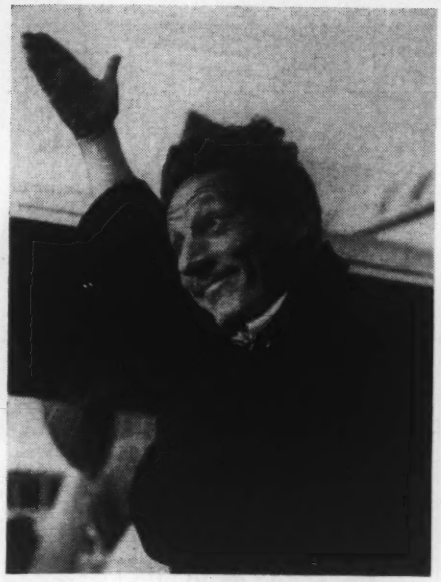
Yes, fantasy is the keynote of this, the first really glittering season that London has known for fifteen years. And perhaps that is the reason for the reappearance of those traditional figures of Merrie England—the Queen's jesters. There are a number of them, stars of stage and screen, who have been swept up in the social whirl, and suddenly discovered themselves dancing with Princess Margaret and Princess Alexandra, or bringing a breath of trans-Atlantic wit to even more exalted circles.

The "king jester" is undoubtedly Danny Kaye, who took over a party, the other night, with Princess Margaret as his partner, during the playing of a tune with the democratic title "Ballin' the Jack". They led the other guests, clapping their hands, and worked the young people up into a degree of rhythm that would have astonished Queen Victoria. I was recently present at a modestly royal function, in the country, when Danny came to call. I thought his manners were perfect. He took gentle liberties with the royalties, but with such a natural grace that nobody could possibly have been offended—particularly as he was also incredibly funny. It seems a pity that the title of Queen's Jester could not be revived in actual fact.

•

FEW great actors can ever have had worse notices than Sir John Gielgud in his staggering production of King Lear, which opened "as we go to press". The mighty *Daily Express* said the settings were only fit for an Espresso coffee bar in South Kensington. The patrician *Daily Telegraph* observed that the whole thing suggested a space-travel serial, with aeroplane noises in the wings. The vigorous *Evening Standard* commented: "The action takes place in a Britain that seems to have been built by Festival of Britain architects with some help from Henry Moore and science fiction cartoonists". It added that those two horrors, Regan and Goneril, wore dresses that would have been equally appropriate for South Pacific or Madame Butterfly.

All very odd. For myself, I was "swept in". The designs, by Japanese Mr. Noguchi—at least, I understand that he is Japanese—seemed to etch the drama in a curious, sinister acid that heightened its power. If all art, as old Walter Pater said, "tends to the condition of music," then a great work of art is great, whatever its orchestration. Here is a new orchestration, so new that the critics have



Danny Kaye: Some gentle liberties.

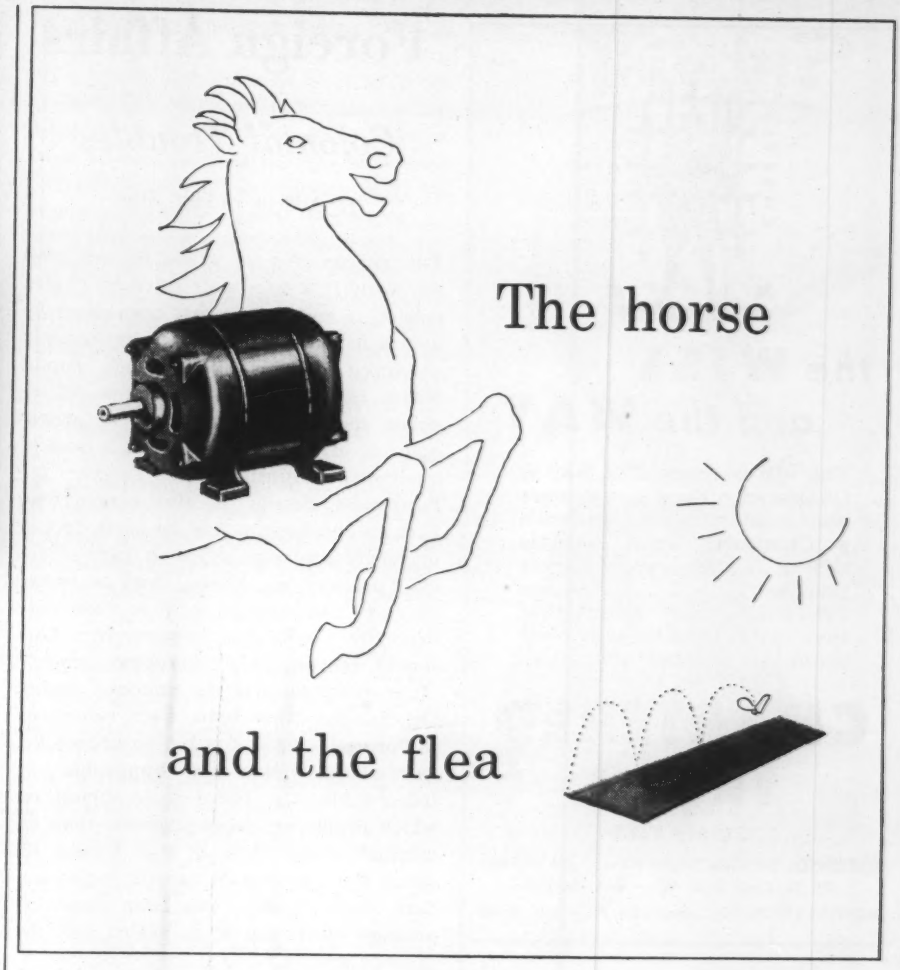
gone away with their ears buzzing, and have written things which later they may regret.

FROM the amount of publicity given to the Teddy Boys you would think that the great majority of Britain's youth were going about in stove-pipe trousers, flounced jackets, long hair and side-whiskers, with bicycle chains—a delicate refinement on the cosh—concealed in their hip pockets. So sinister has this parody of the Edwardian costume become in the public imagination, that a general of the Southern Command issued instructions, last week, that none of his recruits would be allowed to wear these clothes off duty. To ensure obedience he arranged for a mass inspection of the men in their civilian suits.

This action seems to me an unwarranted interference with the liberty of the individual. Agreed, the Teddy Boys look grotesque; agreed, they are not of the highest moral standards. But a soldier on leave is a soldier on leave, and as long as he does not break the law he should, in my opinion, be allowed to wear pink tights if he feels so inclined.

LET me end on a lighter note. Here is the best story of the Duke of Edinburgh to date. The other day, in Edinburgh, he was the guest of honor at the 450th anniversary banquet of the Royal College of Surgeons. On the table in front of him there was a silver replica of a seventeenth-century "bleeding-cup" — the purpose of which is implicit in its name. At the end of the banquet the President made a speech, and handed the Duke the cup with the words "May it graciously please Your Royal Highness to accept this bleeding-cup as a token of our esteem".

The Duke got up, with a broad grin. "Well," he observed, "all I can say is that it's bloody kind of you". Which is probably the best royal oration ever made.



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NOTICE is hereby given that the Board of Directors has declared the dividends listed below on the Company's **CUMULATIVE REDEEMABLE PREFERRED SHARES** for the quarter ending 30 September 1955 payable on 1 October 1955 to shareholders of record at the close of business on 7 September 1955. In respect of shares represented by any share warrant, the said dividends will be payable on or after 1 October 1955 at any branch of The Royal Bank of Canada in Canada on presentation of the respective dividend coupons listed below: —

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*** For the period starting on 11 July 1955**

The transfer books will not be closed.

By Order of the Board,
G. G. WOODWARD,
Assistant Secretary.

Vancouver, B.C.
28 July 1955

Foreign Affairs

Colonial Troubles

by Adrian Liddell Hart

THE THEORY that all would be well with the world if it were only ruled by philosophers, is being somewhat discredited by the tragicomic situation which has recently developed in Goa. For though Pandit Nehru is not strictly speaking a philosopher, there is no one fonder of philosophizing at the world and he is a man of intellectual distinction. Dr. Salazar, the Portuguese dictator, is also a man who likes to philosophize and he is, in fact, a university professor. "Goa is part of India", declares Mr. Nehru, "and no power on earth can separate it. It is *impossible* that after India has become free Goa should remain under European power". "It is *indisputable* in our opinion," replies Dr. Salazar, "that India owes something to Portugal—the fact of having opened the gates of the West to her." Impossible . . . indisputable . . . There is no subject on which people are more dogmatic than on colonial affairs. And it is a subject on which the opinions of experts, white settlers, black students, and *Time* magazine, amongst others should be treated with the greatest reserve.

Goa itself belongs to that group of colonial troubles which, more or less insignificant in themselves, are generally regarded as important because they are considered vital to someone else's security—or pride. It is unfortunate for India that the Portuguese are not members of the U.N. and can not therefore be embarrassed so easily. But the British (by ancient treaty) and the rest of the Western World (by the North Atlantic Treaty) are theoretically obliged to protect Portugal and her territories. So this matter, too, may receive international attention—and a call to pull other people's Indians out of the fire. Meanwhile, not to be outdone, the Indonesians are going to complain to the U.N. about "Irian" — the Dutch possession in western New Guinea. The 1950 Round Table Agreement between the Netherlands and the new Indonesian Republic left this matter for "early settlement". But the Dutch are a peculiarly obstinate people. In point of fact, the primitive Papuans of New Guinea have not even got any racial affinity with the Indonesians. But the latter just don't want to have the Dutch around.

The Argentine wants the Falkland Islands, the Yemen wants Aden, the Spanish want Gibraltar, the Chinese want several islands—and, as we have been reminded, the Greeks want Cyprus. It is, therefore, surprising to find an exception. No one wants Malta. And the Maltese don't

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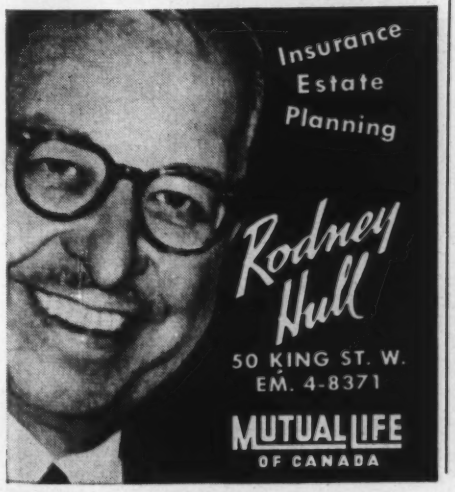

even want the autonomy which they at present enjoy; they want to become British in the fullest sense. It is difficult not to feel sympathetic towards such an unusual grievance and to hope that Premier Dom Mintoff becomes the Joe Smallwood of the old country. Sir Anthony Eden has wisely invited the Labor Opposition to participate in the forthcoming discussions.

The pace of development and the immense range of problems can be gauged from the fact that in the past year alone constitutional reforms have been officially proposed or introduced in no less than thirteen British colonies spread over four Continents. The present Colonial Secretary, Alan Lennox-Boyd is an energetic and enthusiastic person who has a flair for getting on with all sorts of people in his frequent travels—a capacity which is unfortunately rare amongst colonial officials. During the last war we used to see a great deal of each other when he was commanding an M.T.B. in a rather happy-go-lucky fashion—and I sometimes wonder at the change from looking after a dozen sailors to looking after the problems of a hundred million colonials.

In a second group of colonies, the internal desire for autonomy or full independence, as opposed to transfer, is complicated by the communalism of two or more native races. This, of course, is the real difficulty in the Federation of Malaya still threatened by Communist banditry and in Singapore, where there have been recent constitutional disturbances. The Alliance Party, which has gained power in the Federation elections, is an alliance rather than a fusion of Chinese and Malay interests. But it is to be hoped that it will cooperate in building up Malaya as a unique experiment in the multi-racial state. Here is one place where the colonial power is trying to foster nationalism.

The greatest challenge remains, however, in that group of colonies where the presence of two or more races includes a large number of white settlers. It is too early to say how the principle of "partnership" expressed in the new Central African Federation will work out in practice. But in more troubled Kenya it would seem very doubtful whether the white settlers and the natives will cooperate in carrying out the recommendations of the Royal Commission on Lands and Population. After two years of study, the commission advocates an end to the policy of economic protection and "tribal" reserves on both sides. But this free-for-all hardly seems a full answer to the deeper psychological issues raised by the Mau Mau and what Sir Philip Mitchell, the Governor who called for the Commission in the first place, has called "a nightmare of obscenity and degradation".

Only where development is relatively uncomplicated by racial division and extraneous pressures are there grounds for

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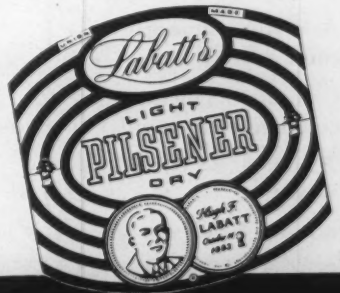

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satisfaction. Ceylon is now held up by the British as the classic example of orderly development in the Commonwealth. And a similar, if more precipitate development is seen for the Gold Coast (though it is unlikely that Mr. Nkrumah will ever be so "British" as Sir John Kotalawala) and the path has apparently been smoothed in Uganda, where the Kabaka has returned as a constitutional sovereign.

What are we trying to achieve? If we want the greatest material good for the greatest number of people, the way pursued, with single-minded insistence, by the Belgians in the Congo, with the emphasis on economic emancipation and technical development undisturbed by the political agitation of a native intelligentsia (or of white settlers) may prove the most effective in the long run. If we want "enlightenment", then there is still something to be said for the much-abused civilizing "mission" of the French and their policy of assimilating an elite. And what do the Africans themselves want? I could not help being struck by an article from controversial South Africa the other day: "Whatever the whites have done to the Bantu they are not boring them to death as in some of the more respectable British African territories," writes the London *Observer*, "even if the Gold Coast were the ideal African state, a place of freedom and light for Africans, if it were within easy reach of Jo'burg the betting is most of its younger inhabitants would still want to come over the border to live and work here".

Fourteen countries have gained their independence since the war. In some, like Burma and Indonesia, it is something of a miracle that they have survived their internal troubles. In others, like the "United Kingdom of Libya" it is questionable whether sovereignty, sponsored by the United Nations, has any real meaning—or benefit. But in no case can we safely draw conclusions or make analogies from brief experiences in one part of the world which are applicable in another. Up to a point it is probable that most people would prefer to be governed by members of their own race even at the cost of relative inefficiency or injustice. But only up to a point.

Understanding between the countries involved in these complex problems is certainly desirable. And so is cooperation for strategic and economic reasons—as exemplified by the great Volta project which is being undertaken by the Aluminum Company of Canada in conjunction with the governments of Britain and the Gold Coast. Yet it would still seem that, with all its imperfections and anomalies, the variety of the existing colonial system (or lack of system) offers the best hope of preserving the good and eliminating the bad; of responding successfully to one of the great challenges of our time.

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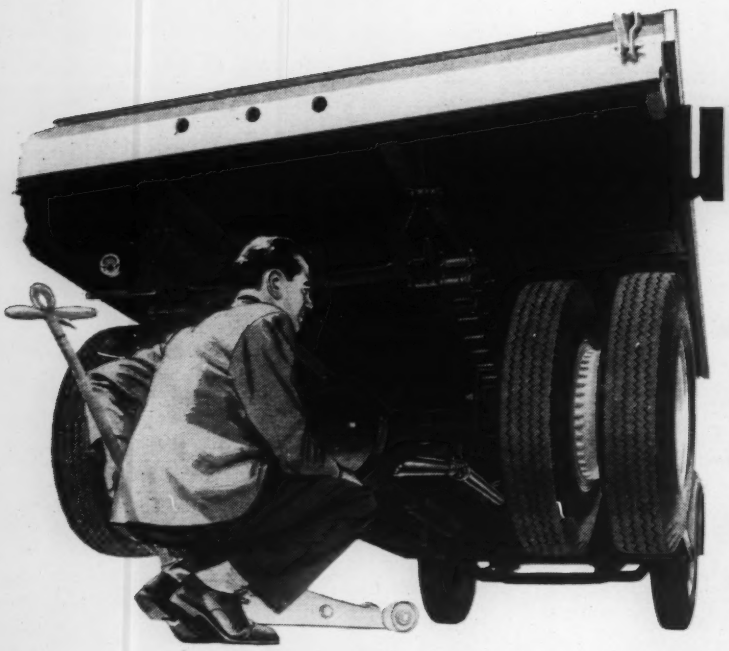

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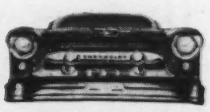

Persona Grata

The Medicine-Man

It is a reflection of this country's growth and an indication of its increasing maturity that it can count Walter Lockhart Gordon among its most influential citizens. For he is neither a politician nor, in the usual sense, an industrialist. He is not a man of vast wealth. His recent appointment to head the Royal Commission on Canada's economic prospects is essentially the projection of an already well-established — yet hard to define — position in the inner circle of Canadian society.

When the Second World War broke out he was 33. But he had already been a partner for several years in the family firm of chartered accountants—Clarkson, Gordon, Dilworth and Nash—which he had joined after Upper Canada College and RMC. At this time Canada was still, in the main, an agricultural land of small business, modest government, and conservative "society"—to which the Gordons of Toronto belonged.

In 1939 he was called to organize the Foreign Exchange Control Board. In 1940 he became special assistant to the Deputy Minister of Finance—at that time the Department was little more than a family party. And in 1942 he took a major part in concluding the epochal Dominion-Provincial Tax Agreement. For the rest of the war he grappled successfully with the complex financial problems of a wartime economy—production committees, trade boards, price controls and so on.

When the war ended it was evident that big government, as well as big business, had come to stay. The finding—and keeping—of capable public servants, in the face of competition from private companies, was vital to the future development of the country. Accordingly, in 1946, Mr. Gordon became Chairman of the Royal Commission "on the wages, working conditions and efficiency of senior administrative personnel in the federal government". But he did not commit himself entirely to Ottawa. In his own firm he had to face something of the same problem that confronted government. Small-time businesses had grown into international corporations and old-time management, with its reliance on the traditional book-keeper, was proving woefully inadequate. So, from the offices of Clarkson and Gordon in most of the big Canadian cities have come many of the accountants needed for key positions in industry today.

New managerial problems, however, involve more than accounting. And he became President of a firm of management consultants—J. D. Woods and Gordon Ltd. and also of the Canadian Cor-

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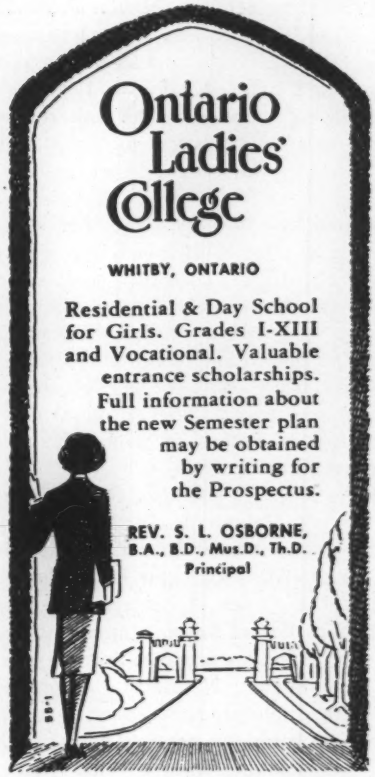
porate Management Company. When the full story of Canadian development in these last fifteen years comes to be written, the "managerial revolution" in government and private business alike may be considered at least as significant as the physical and technological progress which it has accompanied.

He has been most discreet in controversial matters like the relations between government and private enterprise — a contribution to the comparative harmony which has marked the unique evolution of this curiously mixed economy. He is a pragmatist. "In my experience," he has observed, "*some* of these publicly-owned enterprises and *some* government departments are operated just as efficiently as *some* privately-owned and operated concerns." No wonder his acquaintances claim that "no one can ever quote Walter Gordon to his disadvantage".

He is not, however, a kind of calculating-machine. On the contrary, he possesses a dry wit and a whimsical humor which he allows to play even on such a solemn subject as the Royal Commission. "We might start a new fashion by having the final report in verse," he suggests, in reference to Douglas Le Pan's appointment as secretary. He is a man of active interests and warm sympathies. He is Chairman of the Executive Committee of the Canadian Institute of International Affairs; he sits on the governing body of the University of Toronto. And though, in the New World tradition, he relaxes at fishing while his talented wife — the former Elizabeth Counsell—concentrates on the arts, they are both vitally interested in the humanities. They have three children.

The new Royal Commission will be concerned with such broad issues as population trends, productivity, standards of living and foreign trade and investment. Unemployment? "Each day last winter I used to pass the long queues outside the Unemployment Office on my way to the office," the Chairman replies warmly. "That's something we haven't seen here for over fifteen years—and we shall try to find the reasons." But there will be no specific recommendations. "We suggest what will be 20 or 30 years from now," he says, "not what should be." This distinction could be a little academic.

With his four colleagues, he is spending a few inaugural days in the far north before setting out on his long, coast-to-coast trek through the jungle of statistics and prognostics, which may take eighteen months to two years to complete. The announcement of this Commission came at a season of misgiving. Is this really Canada's century? The medicine-man of the Canadian people gazes, a little owlishly, into the distant future and says nothing—yet.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Books

Fact and Fiction

by Fern Rahmel

THE MEMOIRS *of Catherine the Great* is a tantalizing book: it poses so many questions and offers so few answers. Was Catherine the Great the enlightened ruler Voltaire thought her or was she an ambitious tyrant who murdered her husband because she wanted to rule absolutely? Was her husband the miserable drunken ninny she depicts? Was her son and heir legitimate? How reliable are these memoirs, written as they were long after the events recorded in them had occurred? Why did she break them off in the middle of a sentence and at so interesting a point? Why were the copies of them ordered seized and destroyed by her grandson?

To some of these questions history has the answer and what history has not precisely defined, conjecture has supplied. To others these memoirs give a clue, but whether intentionally or not, the more controversial the point at issue, the more ambiguous Catherine is. These are not the day by day records of a young and inexperienced girl, but the shrewd observations and recollections of a mature, purposeful woman who knew the value of the diplomatic phrase.

Catherine the Great was a girl of fifteen and the daughter of a minor German prince when she arrived in Russia in 1744 as the prospective bride of the Russian Crown Prince. Young as she was, she had no romantic illusions about her position. Married to a husband for whom she felt no affection and whom she was shortly to despise ("I myself felt little more than indifference towards him," she records of the days before their betrothal, "but I was not indifferent to the Russian Crown"), yet she quickly adapted her ways and thinking to conform to what her patroness, the Empress Elizabeth, wished. At the death of the Empress she assumed control of the vast empire of the Russians and for thirty-four years ruled it as a complete autocrat. During her reign its boundaries were extended and its prestige enlarged. With every diplomatic success Catherine's fame and reputation grew.

But these memoirs do not record the successes of her later years. Instead they look back over the difficulties of her early days in Russia. As a picture of court intrigue, they are probably unrivalled. They are also a frank, revealing document of an uncommonly gifted and amoral woman. Catherine considered chastity a highly overrated virtue. She was not without scruple and she was capable of great and sustained passion and devotion. Had a

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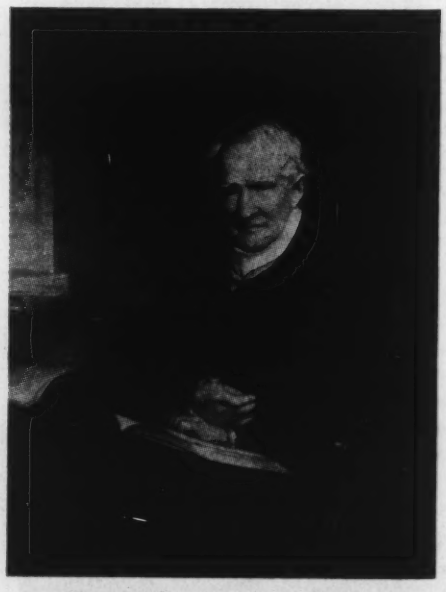
loving husband been provided for her, she says, she would have been a faithful wife.

She had a brilliant mind, which got little satisfaction at this barbaric and almost illiterate court, and certainly none from her dullard of a husband who was still playing with dolls and toy soldiers when she was devouring in great gulps the works of Mme de Sévigné and Voltaire.

Dominique Maroger, who has edited this edition of the *Memoirs*, has done a sound job. He has appended some of the letters she wrote and received (including the one from her lover, Alexei Orlov, in which he reports the death of the Emperor) and notes on a variety of subjects from missed opportunities to moral ideals. She writes in a clear, forceful style, whatever her topic.

If the *Memoirs* tantalize for what they do not tell, Helmut de Terra's *Humboldt* aggravates by what it does. Like Catherine the Great, Alexander von Humboldt was one of the glories of his age, the friend and counsellor of kings, a man who took all science for his province and the world for his home. Naturalist, geographer, geologist, explorer, philosopher, humanist, he was probably the last man whose genius and position in time enabled him to understand the whole body of science. Emerson called him "a universal man"; Goethe said of him that he had "no equal in information and lively knowledge"; Jefferson appealed to him when he needed precise information on the other Americas. He is a fit subject for a great biography, and yet he does not emerge from these pages as the interesting person he must have been.

The reason seems to be that Helmut de Terra, who is himself a geologist and explorer, is too much in awe of his subject. He can never stand far enough off from his tremendous admiration for the achievements of Humboldt to make the



Humboldt: A universal man.

Catherine: Gifted and amoral.

man come alive. Mr. de Terra is probably one of the few people living capable of appreciating the tremendous contributions Humboldt has made, for he himself has covered much of the ground Humboldt explored, but this identification with his subject has stood in his way when he writes about him. Humboldt was not a great writer. His friend Arago remarked to him once, "Humboldt, you really don't know how to write a book. What comes out is not a book but a portrait without a frame." The same might be said of his biographer.

It remains for a work of fiction to be the great creative biography that neither of these others is. *The Memoirs of Hadrian* by Marguerite Yourcenar combines brilliant scholarship with poetic imagination. From this emerges not just an illuminating portrait of one of the five great Roman emperors, but the feeling and flavor of a whole age. Plutarch's *Lives* achieved this same sense of immediacy and while they purported to be fact and this claims to be fiction, both have the same ring of truth no matter what the embellishment of their authors. If this is not what Hadrian said and thought, this, you feel as you read, is what he *ought* to have written.

The story is told in the first person. The aging and dying emperor addresses an *apologia* to the young Marcus Aurelius, in which the events of his life and his principate are reviewed and put in perspective with the wisdom accrued through time and broad experience. Hadrian was a humanist. Trained in Greek philosophy, attracted by the mysticism of the East, disciplined by the rigors of campaigns fought from the Euphrates to Scotland, deified in his lifetime and humbled by his own tragedies, Hadrian considered himself less a Spaniard or a Roman than a citizen of the world. The record of his achievements is great. The building pro-

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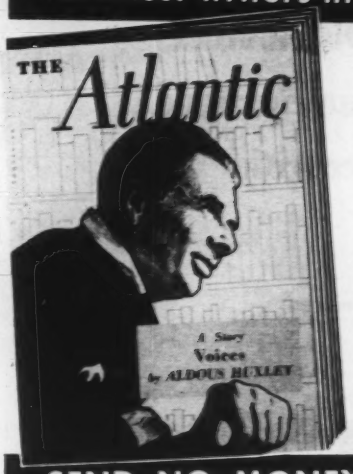

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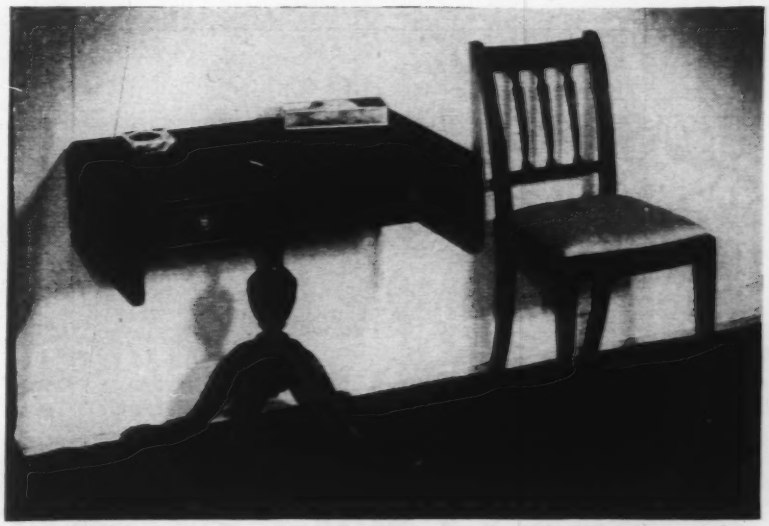

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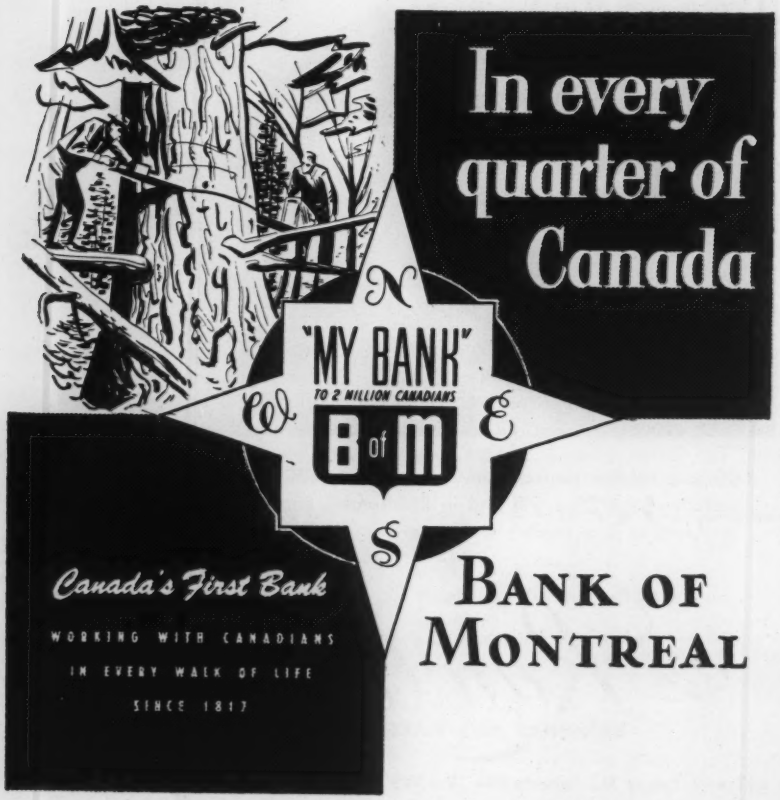

jects he saw to completion—the roads, the aqueducts, the cities—were enough to give him a measure of immortality. The coins he had struck, the statues of Antinous he had made, have assured him a memorial in the great collections of antique art.

Mme Yourcenar has done him a noble service, however. She has rescued the man from the tomes of abstruse scholarship and has presented him, a real and living person, to a generation faced with many of the problems that beset him. She has told his story in a prose that matches in lucidity, economy and force the classics that have been her sources. The translation by Grace Frick is so good that one is never conscious of it. This is a magnificent book which proves once again how infinitely superior a work of art is to the most honest and careful collection of facts.

The Memoirs of Catherine the Great, edited by Dominique Maroger—pp. 399 with appendix, index and illustration—translated from the French by Moura Budberg—*Hamish Hamilton*—$5.00.

Humboldt, by Helmut de Terra—pp. 386 with bibliography, index and numerous illustrations — *McClelland & Stewart Ltd.* —$6.50.

Memoirs of Hadrian, by Marguerite Yourcenar, translated from the French by Grace Frick—pp. 320—*British Books*—$2.75.

Puzzler

by J. A. H. Hunter

IT WAS one of those hot, sticky days when you feel people really shouldn't have to work. It was also Pete's first day in his new job, and he was in trouble already over an invoice. "I can't make out what in the heck you did," growled his Boss, "but any way you charged fifty-nine dollars too little for these." He pointed to the form. "Gee, Mr. Gill," stammered the boy, "that's an awful lot of money and I'm sure sorry." Nervous and confused he checked the total: it seemed so easy, just one lot of knives at a dollar each less discount of thirty-three and a third per cent. Pete couldn't figure out how he'd got it wrong, but wrong it was and by what Mr. Gill had said. "I'll do it again," he said, reaching for fresh forms from the rack beside his desk. His boss chuckled. "We're go-ahead folk here," he told Pete, "so no more going backwards, if you please: instead of allowing the discount you merely reversed the gross amount in dollars." And that was just what the boy had done. How many knives would you say were charged on that invoice? *Answer on Page 38.*

Selling By Industrial Design

by Walter Harris

WHEN YOU go into a store and buy a can of beans, you may not be able to explain just why you bought that particular brand; it is highly likely that you bought it, on impulse, because the label appealed to you. A great amount of research went into attracting you to that label; such things as your color preference and response to lettering design have been intensively studied.

The whole packaging industry today is based on the knowledge of how to preserve food. In 1810, Louis Appert won an award of 12,000 francs from Napoleon's government, for discovering how to do it. The French armies had suffered huge losses from food poisoning. Appert, who found that contact with air ruined food, spent ten years devising means to preserve it.

In 1817, William Underwood, a young Englishman, landed at New York. Unable to find business backers there for an idea he had, he walked up the coast to Boston, and there founded North America's first cannery.

Canning food was one thing, and selling it quite another, however. Even at the turn of the century, no great attempt was made to sell food by attractive packaging. Most, if not all, selling was done by the shop on the corner, where purchases were made on the salesman's recommendation.

Then the big groceteria made its impact on the public. It offered goods for sale in a completely impersonal way, and thus the modern packaging and design industries were born.

The customer had to be sold. Faced with row upon row of cans containing the same product, put out by different manufacturers, why should the housewife choose one brand from another? She could pluck a can at random, but it was far more to the manufacturer's interest that she be induced to select.

The manufacturers began to give the commercial artist and designer full play. They developed the market research industry; they instigated research into new types of packaging materials. They began to put things into packages which had never been sold that way before—even hardware has now begun to invade the market in a grease-proof pliofilm container. Packaging designers make fees which range from $100 for a single design to upwards of $100,000 for designs which have to be correlated with other products. For instance, redesigning the label on a can of spaghetti which was only one of thirty lines put out by a manufacturer meant that the other labels had to be brought into conformity. The designer has to ensure that every label is suited to its product, and he has to experiment with colors, prints and the quality of the finish.

The customer has to be sold.

Even then, the manufacturer's troubles are not at an end. A housewife might prefer red, for example, to yellow, a fact which has been discovered over years of research, but she may still buy yellow, because it harmonizes better with her kitchen decor, because her children prefer it, or for all manner of reasons which the manufacturer and his helpers can scarcely guess at.

The manufacturer's pre-consumer tests are therefore as thorough as ingenuity can make them. There are different methods of carrying out research, but we can take the case of a manufacturer who wants to test the effect of a new label as accurately as possible.

His advertising agency selects a fair-sized city which may be held representative of other cities in a large area of the country. Sufficient cans or boxes of the product carrying the new label are made for distribution in the city chosen. Researchers are posted at the doors of the super-markets to study housewives' reactions on being confronted with the new labels. There will probably be door to door canvassers ready to question housewives after they get home as to their preferences between the old label and the new.

Identical products may be sold together with similarly colored labels with different lettering and sales encouragement. In a recent test, identical packages of celery were put on sale at a test centre. One package was marked "Crisp" Celery, at 29 cents, the other, at the same price, was tagged "Special" Celery. "Crisp" outsold "Special" two to one.

There is no specific recipe for a good package. One of the best-selling biscuits in the world is packaged in thick, colored paper bearing illustrations of the biscuits inside, whereas most biscuits today are packaged in cellophane. Research has indicated that housewives like to see what they are buying. Yet the opaque-packaged biscuits' sales would probably drop considerably if the biscuit were put into a transparent package like its competitors — people like the quality aspect of the wrapping.

Before a manufacturer decides to change a label, he has several factors to consider. If the product is selling well, he is taking a risk on any radical change. He may therefore change one word, or the shape of the print of one letter, to assess reaction. If the product is selling badly anyway, the manufacturer has little to lose, and can risk a radical change almost overnight.

Until recently, all baked bean labels were varnished in Canada. However, a varnished label can cost tens of thousands more than an unvarnished label, so that today in Canada there are only one or two varnished baked bean labels on the

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market. They are still varnished in the United States, where competition is fiercer, there being far more brands of goods on the market. As the only person who handles a can of beans after its packaging is the boy who puts it on the shelf in the super-market, there is little chance of its becoming dirty, and the reason for varnishing has vanished, from the point of hygienic appearance.

The amount of independent impulse buying is increasing, being estimated in Canada today at between 60 and 70 per cent of all purchasing done. In a recent test, researchers asked housewives as they were entering a super-market what brands they intended to buy, and why. The housewives produced their shopping lists, which the researchers noted. They spoke to the housewives on the way out, and asked if they might compare their purchases with their shopping lists. In nearly every case, what the housewife had set out to buy and what she had actually bought were entirely different. What she had seen had influenced her enough to change her choice—or perhaps her whim.

Psychology can be as important in the home as in the store. If a manufacturer wishes to quiz two hundred housewives on a new label, he sends them labels specially created by his advertising agency. The labels bear only the agency name, as the manufacturer's may influence the housewife. Two new labels are sent for comparison. Should one be marked A, the other B, the housewife will invariably select A, for psychological reasons. Therefore labels are usually marked with numbers, such as 88 and 77, which have not sufficient relation with each other to exert a subconscious influence. Questionnaires vary, but might ask the housewife's present preference as to brand, color, what effect custom has on her buying, and so on.

Frequently, researchers have found that people buy a product by the color, not the lettering, on a label. Twice in a few minutes, recently, a market research expert in a super-market watched a person seeking a can which was under her nose. The label had been changed; she was not looking at the lettering.

The advent of frozen foods posed a new problem to the package-designers; they found that food thus prepared was best packaged in waxed card containers. Some, like bacon, may be wrapped in a waxed card enclosed in foil; foil is also being increasingly used as a wrapping for soaps. The whole had to be made attractive.

Canada at present possesses few first class industrial design firms; but the number is growing, and American patents, such as for waxed card milk containers, have been made available here. The paper box companies in general manufacture the product conceived for them by the industrial designer.

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Gold & Dross

Aluminium Ltd.

My husband and I have some shares of Aluminium Ltd., which we bought at $50. Should we sell and take a profit?—W. B. G., Victoria.

YOUR profit is pretty good. Aluminium currently trades at about $101 and has sold as high as $111 this year. The low for 1955 was $69.50, touched in January. Admittedly at its present level the shares do not offer a particularly attractive yield (about 2.2 per cent) but at the price you paid the return of 4.4 per cent is attractive in relation to yields available on other high-grade industrial stocks.

An important consideration for an investor these days is what stock to buy if he sells what he holds. If a stock is being bought for a long-term hold without any particular consideration of short-term fluctuations, Aluminium is considered one of the most attractive available. On the other hand, if return on the money invested is the major objective, better yields can be obtained in bonds.

Aluminium is considered an important growth stock holding out major promise of future increase in value of the shares and eventual higher dividends. Meanwhile, the company is concentrating its financial resources on expansion.

It has underway a program doubling the capacity of its new Kitimat smelter to 330,000 tons of aluminum annually. This expansion will be completed by 1959 and will cost some $190 million. It is in addition to present construction. Ultimate capacity at Kitimat is 550,000 tons a year. In addition the Arvida plant is being expanded. This expansion is being handled by Aluminum Co., of Canada.

Aluminium, through subsidiaries like Alcan, is the largest producer of aluminum ingot in the world. Demand for its products is continually increasing as new uses are found for the metal. When the Kitimat project was started, sceptics said the plans were too grandiose and the company would have trouble finding markets. Instead it has been forced to continually expand its plans to service existing customers, let alone develop new outlets.

It has long-term commitments to supply the needs of customers in the U.S. and in Britain which last year took almost 75 per cent of its production. Aluminium is a world-wide organization and as such has attracted investment funds from all parts of the world. American interest has been particularly strong and (brokers say) has been responsible for much of the recent buying of Aluminium shares. These buyers acquire the shares for a hold, tucking them away in their portfolios. This type of buying tends to give a scarcity value to the shares.

Aluminium earnings in the short-run future will probably be affected by the need for money to complete expansion projects. In 1954 its net profit of about $35 million was down from $38 million in 1953. This year it had a profit of about $9 million in the first quarter, compared with $6.8 million in the same period last year.

But aside from the bare figures of a balance sheet, the important considerations are the top quality of its management and obvious growing importance in world-wide industry. Its shares are one of the best means available of cashing in on any growth in Canada and are treated as such by foreign investors.

Canada Safeway

I have heard considerable comment about Safeway's move into eastern Canada. How can one invest in this company?—G. B. D., Winnipeg.

CANADA Safeway is a subsidiary of Safeway Stores of the U.S. and is one of the major chain store operations in Canada. Unfortunately there is no way in which you can share directly in the company's success or failure. All the common shares are held by the U. S. parent company.

However, the company does have outstanding preferred shares which it recently issued. These shares are trading at about $103. About two months ago they were sold to investors at par of $100 to yield 4.40 per cent. Of course, there is always the common stock of the parent firm which can be bought on Wall Street. Recent price was about $44.

But neither of these investments might be considered a direct investment. If the company enjoys continued growth in earnings, the holder of preferred continues to receive the $4.40 in dividends annually for each $100 of preferred. If an investor holds stock in the U.S. firm, he would only benefit from Canadian growth to the extent that the subsidiary here pays dividends to its parent firm and the U.S. company in turn distributes all or part of these to shareholders.

Possibly the day will come when Safeway Stores will make available to investors common stock of Canada Safeway. This would give Canadians a chance to participate in the success or failure of an essentially Canadian enterprise.

The move into eastern Canada has temporarily been halted. This came as a considerable surprise in eastern Canada retailing circles since Canada Safeway had made plans for a Toronto area warehouse and several stores. A Safeway official said postponement was the result of a reappraisal of new store commitments and

remodelling plans in its established areas.

In 1954 its sales totaled more than $158 million and net profit amounted to more than $3 million.

Arcan Corp.

I have shares of Arcan Corp., at $1.10 and I am afraid that the stock might go down much lower than the present 90-cent level.—A. D., Montreal.

At its present level Arcan common is trading near its 1955 low of 85 cents. High this year was $1.25 touched in January. The company is in process of a major face-lifting and new policies appear to be having the desired effect.

From a sales standpoint, business is well up from last year. Backlog of orders recently was reported at $800,000 — the best in the company's history. Most of this business is said to be the result of expansion of various divisions organized in the past year. Sales in the first quarter were reported 85 per cent higher than in the same period last year. Improvement in business has prompted consideration of an expansion program.

Arcan has gone through lengthy periods of difficulty. It started as Cub Aircraft, became Transvision-Television and then Arcan. One of the factors influencing market level of the stock is options outstanding. An option is held on 500,000 shares at prices ranging from 65 cents to $1 and 100,000 shares were recently underwritten at 65 cents.

While these shares are in the process of being distributed to investors and so long as there are options overhanging, market price of the shares will tend to be depressed.

Because of its past history of hard times and the fact that the company appears to be only now getting its feet planted firmly, Arcan shares should be considered speculative. No common dividends are being paid and it is likely that it will be some time before they can be considered.

In Brief

I have a certificate for 10 shares of L. B. United Mines purchased some time ago. Have you any information on this?—T. M. K., Toronto.

You now own 3 shares of Agawa Porcupine—and who want an old porcupine?

We have 400 shares of Watts Mines which were bought in 1909 for $1.00 a share. Is this company dead?—J. B. M., Fairfax, Man.

Yes.

Can you tell me what happened to Opagold Mines?—C. P., Oshawa, Ont.

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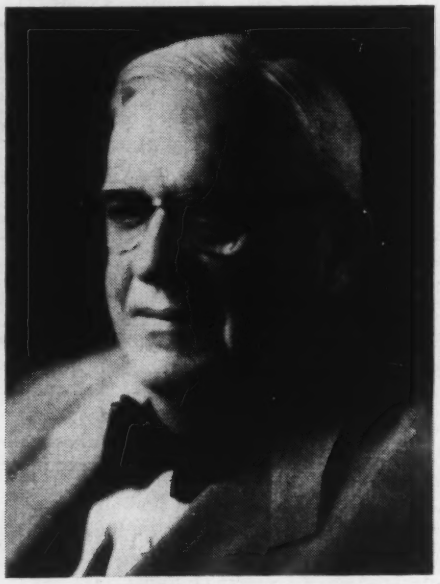
Who's Who in Business

Captain of Industry

POETS and professors do not usually become captains of industry. But Lionel Avard Forsyth, BA, MA, DCL, LLD, QC, President of the Dominion Steel and Coal Corporation is not a usual man by any reckoning. "Something I've not yet seen, heard or experienced awaits me around every corner . . ."

He was born at Mount Denson, Nova Scotia, in 1890, of an old seafaring family. His father was the master of the famous square-rigger, the Harvest Queen, and he spent much of his boyhood sailing over the world. However, his own seafaring aspirations were short-lived and after attending King's College School at Windsor, NS, he took a graduate course in Arts at Harvard. For a time he taught—"almost everything from physics to divinity"—at his former school and at St. Andrew's Prep at Concord, before being appointed assistant professor of Romance languages at Trinity College in North Carolina. On the side he used to write a good deal, mainly poetry. Finding, however, that neither poetry nor teaching was very profitable, he joined the Bank of Nova Scotia in Toronto and served with their Cuban branch in Havana, where his fluency in Spanish came in useful. Next he was offered the professorship of modern languages at King's College, where he remained for three years. This time he studied law on the side—"learning it the hard way".



Lionel Avard Forsyth

In 1918 he was called to the bar of Nova Scotia and later joined a large law firm in Montreal. In 1928 he became a KC. He established a reputation as one of the outstanding trial lawyers of his generation and had the unique distinction of winning three appeals to the Privy Council in London. Then in 1949 he retired from his practice to become Executive Vice-president of DOSCO and a year later he was appointed President.

With a total of 30,000 employees and long-standing troubles in the Maritimes, where much of their industry is based, the thirty companies which comprise DOSCO suffered from complex labor problems. And if they have been partially solved, despite shut-downs in the collieries, it is largely due to the special attention which the President has paid to the field of labor relations. Only this year he broke precedent by exchanging letters with the President of the powerful Steelworkers' Union, C. H. Millard, which were published by agreement. "On the foundation we are now building we both hope that the future edifice of DOSCO will be one in which there will be little room for misunderstanding and none at all for enmity."

He has not, however, neglected other sides of the business which were, perhaps, less familiar. Recently he made another new departure by heading a six-weeks "selling expedition" to Britain and Germany. The President returned with large orders and leaving behind much goodwill.

He is a director of the Royal Bank, the Montreal Trust Company and the Nova Scotia Trust Company, the chairman of Corby Distilleries, a member of numerous clubs—he organized the Maritimes Club in Montreal — and a stimulating speaker at dinners and conferences. He is a catholic reader—"everything from mystery tales to metaphysics". He plays golf, hunts and fishes with enthusiasm and raises a herd of pedigree Jersey cattle on his Quebec farm. He has a wife, a son and two daughters.

Thirty years ago "Laddie" Forsyth ran against the Conservative leader in the Nova Scotia elections and later became treasurer of the Liberal Party in Quebec. In the rumbling voice, the ample figure, the expressive gestures there is something almost Churchillian. Like the great statesman, too, he is credited with a remarkably resilient constitution and a flair for using people to the best advantage in pursuit of his many interests.

"Fundamentally we are all much the same." In industry, in religion, in politics, the important thing, he concludes, is to understand why the other man thinks the way he does. "If I were offered Mr. Molotov's job, for instance . . ." Few men can be as fitted for high office at home.

Chess Problem

by 'Centaur'

CHARLES Callander, an English composer, was by no means prolific, but his memory is sustained by a few notable two-movers which he contributed to Westminster Papers. He was born near Simla, India. In 1873 his Rook sacrifice two-mover appeared, which to this day is the favorite example with the white Queen guarding two squares in the black King's field.

White: K on QKt2; Q on QB6; R on Q2; B on KR6; Kts on K4 and K5. Black: K on K6; Q on KB5; B on KKt8; Ktts on QKt8 and KR7; Ps on QKt3 and QKt4. Mate in two. Key-move 1.Kt-Kt3.

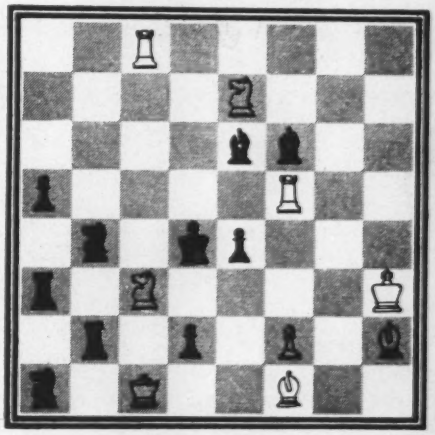
SOLUTION OF PROBLEM NO. 123

Key-move 1.R-Q4, threatening 2.Kt-Q5 mate. If KxR; 2.B-B2 mate. If QxR; 2.R-Kt3 mate. If BxR; 2.Q-B1 mate. If PxR; 2.R-K4 mate. If QxR or Q-B2; 2.Q-K5 mate.

The black Kt prevents cooks by 1.Q-B2 and 1.Kt-Q5ch. This is a unique example of R sacrifice.

PROBLEM NO. 124, by S. S. Lewman.

Black—Ten Pieces



White—Nine Pieces.

White mates in two.

Take Your Time

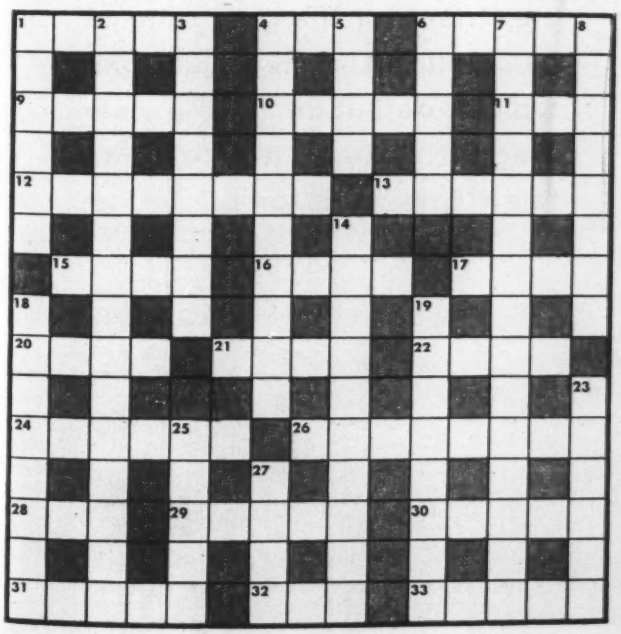
by Louis and Dorothy Crerar

Across

1. See 1D
4. 25. These 14s get the wind but not the wind, as it were. (3-5)
6. See 6D and 27
9. Put 6A and 3 tail to tail, like some 1sA do. (5)
10. Used to make cocoa time and again. (5)
11. See 30
12. A fitting only becomes a fit if you do this. (8)
13. But when taking this, one wouldn't expect to roll on the street. (6)
15. The head you get from a lot of beer? (4)
16. It will spring on a 6A? That's not a bald statement! (4)
17. Not her song, by the sound of it. (4)
20. Spoken by a seer, strangely? (4)
21. The last word in fairy tales? On the contrary. (4)
22. Strikes take place on it. (4)
24. These can make one sadder, we fear. (6)
26. It came off, no doubt. (8)
28. Uncertain leisure. (3)
29. No way to perform down-stage. (3, 2)
30, 11. Is this satisfied by an interior decorator? (5, 3)
31. Poles put mother on the streets! (5)
32. Certainly needs amour to be a lover. (3)
33. They sure get the wind up, blast them! (5)

Down

1. 1A. Brings out an early bird in England, at all hours. (6, 5)
2. Adam and Eve are accredited to be, of ours. (6, 2, 7)
3. By the sound of it, 14 should be able to. (4, 4)
4. Obviously not a new part of the 1A. (6, 4)
5. The tide in his affairs, taken at the flood, led on to his renown. (4)
6, 6A. Handy 14, but never quite on hand. (5, 5)
7. Does this imply keeping a 6A on your workers, at your leisure? (4,2,4,5)
8. A small employee? (8)
14. See 3 and 27, 6A. (10)
18. Schopenhauer likened opinion to the swing of one. (8)
19. Change it, change it! (8)
23. So dear to one who does. (6)
25. See 4A
27, 6A. It may have established a new record when the 14 clicks it off. (4-5)



SOLUTION TO LAST PUZZLE

Across

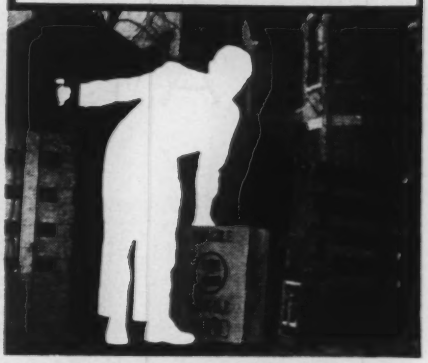
1. See 26A
5. Organdie
9. Fiddling
10. See 22
11. See 23
12. Leadership
13. Toe dancer
15. Sired
18. Atoms
20. Chartered
24. Crabapples
26, 1. Noel Coward
27. Rimini
28. Tabulate
29. 5D. This year of grace
30. Winnow

Down

2. Orinoco
3. Arden
4. Drilling
5. See 29
6. Gimlet
7. Notes
8. Invoice
14. Dam
16. Ice
17. Crossbow
19. Tarnish
21. Holster
22, 10. Electro-motive
23, 11. Upside down
25. Bliss
26. Nylon

(372)

A MAN'S ale



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Long, lithe, lady-like and uncomplicated in its harmony... Elegantly drawn in a new richness of fabric... reaching to the Orient for the gem tone of its colouring... Here, just one typical definition of the new elegant ease in the Autumn fashions at Eaton's
EATON'S...CANADA'S LARGEST RETAIL ORGANIZATION...STORES AND ORDER OFFICES FROM COAST TO COAST

Portrait of a Lady by Louis Dulongpré (?) c.1840.

The Robinson Sisters by George Berthon, 1846.

Lady in the Background

by Paul Duval

DOWN the ages, woman has been one of the great sources of inspiration for art. Draped, nude or in full fashion, she has provided centuries of western artists with their favorite subject. Venetian and Florentine, Dutch and French, Spanish and English—all great schools of painting have reflected the face, form and color of woman. Raphael and Titian, Rubens and Gainsborough, Degas and Renoir painted court lady, dancer, courtesan or kitchen maid with the same affection. Even today, when much of art seems locked in a deep freeze of cubes and prisms, great artists like England's Augustus John and France's Henri Matisse have found feminine curves at least as interesting as Euclidean lines.

Unlike his European brothers, however, the Canadian painter appears to have been strangely oblivious to the spell of woman. There are shockingly few convincing portrayals of the fair sex throughout the three centuries of our art. Canadian art is virtually as barren of the female face and form as our postage stamps. When Canadian artists do approach the subject they seem to do so with a sort of cool caution. They paint their women the way a fisherman stuffs a fish and, for the most part, their portraits show as little warmth. Standing before them, the spectator is convinced that the models must have been clamped in place like the ladies who posed for Victorian daguerreotypes.

Why have Canadian artists treated woman as though she were the poison ivy, rather than the bloom of art? Why is woman celebrated in song, story and art in other lands but not here? Are we to take our clue from Canadian literature and conclude that, since the poets have deemed her worthy of so few poems, the subject, herself, is probably to blame? Certainly, from a painter's point of view this can hardly be so.

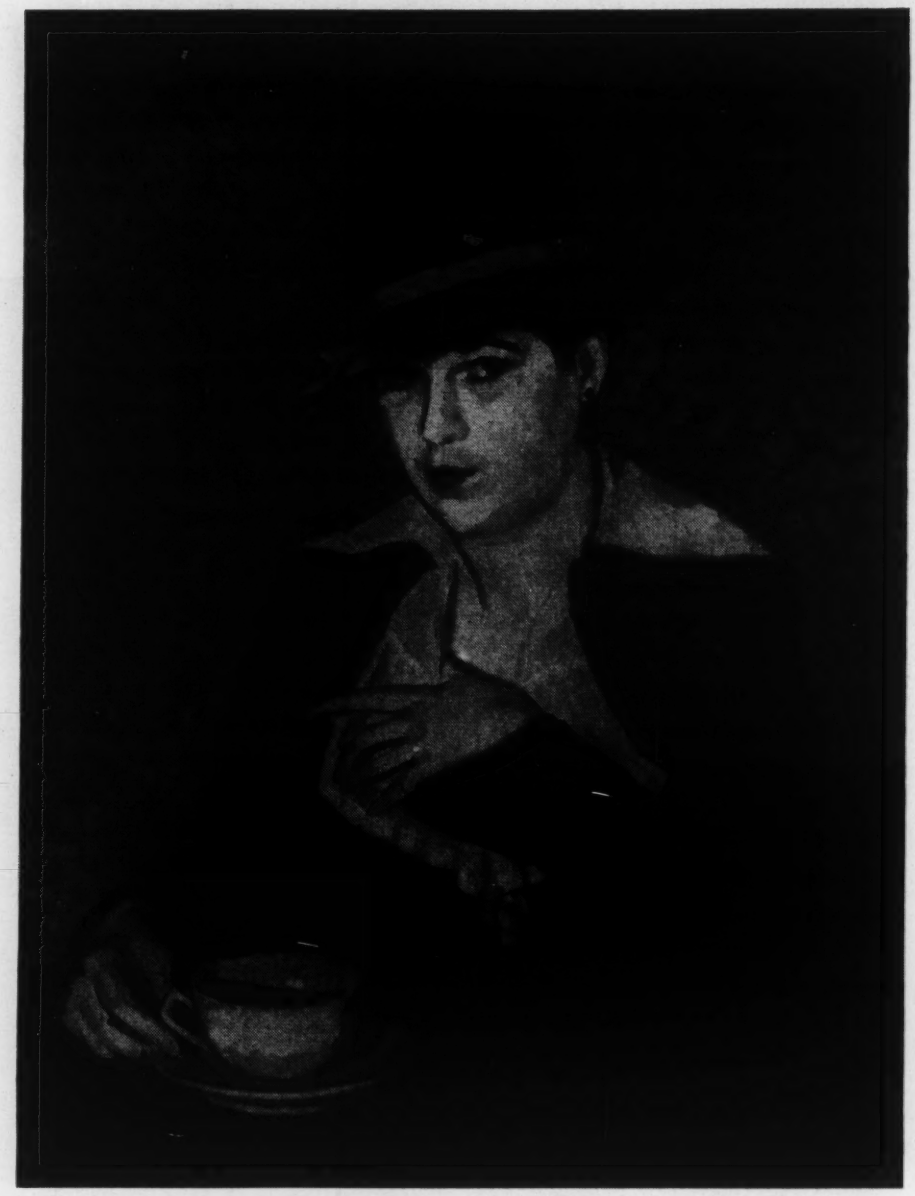
I have heard painters demur that the basic material is fine, but that modern dress is not as "paintable" (whatever that means) as the costumes of yore. Personally, I am firmly convinced that Goya or Manet could have painted women in ski suits, slacks or even khaki jeans without sacrificing either their art's aesthetic content or their sitters' feminine appeal. After all, every woman doesn't look equally well in tweeds and brocade, and it is

simply a question of the painter blending model and costume with discretion. Nor can I accept the artist's excuse that the contemporary business world has destroyed the more tender and becoming qualities of womanhood. Anyone who has lingered on a busy downtown corner at lunch hour can testify to this.

If, then, woman is not to blame for the artist's neglect of her, what is? Is it the artist, himself, or his environment? To a great degree, both of these things can be blamed. In Europe, vastly populated as it is, the *people* are the subject of the arts and the land the backdrop against which they move. In Canada, this has been reversed: the landscape is in the foreground and, like minor players in some giant saga, the people tend to fade into the background, under a shadow cast by the vast pre-Cambrian Shield or caught, momentarily, in the reflected light of the *aurora borealis*. The Canadian earth captured the affections of the Canadian artist and he became a lone hero intent upon possessing his beloved plains, mountains and forests.

This weird courtship resulted in a rich school of landscape painters. Woman, instead of being the subject of art, became the object of countless lectures on the beauties of the Mackenzie delta and the beguiling ways of the Esquimaux of Point Norway. The complex reasons why the artists deserted woman must remain their secret. It might be worth noticing in passing, however, that the four major figures of twentieth century Canadian painting—J. W. Morrice, Tom Thomson, A. Y. Jackson and Emily Carr—remained single.

Ironically, about one-half of the noteworthy paintings of women have been done by women artists. The handful of portrayals by such male artists as Antoine Plamondon, Ralph Hewton, Frederick Varley, Edwin Holgate and John Lyman is equalled by the performances of Laura Muntz, Florence Carlyle, Lilias Torrence Newton, Prudence Heward and Pegi Nicol.



Above, The Artist's Wife by John Lyman. Below, Madame Bernard by Alfred Pellan; Portrait of Actress by Grant Macdonald.

What of the future status of woman as a subject for Canadian art? Certainly, if our artists court her one-half as assiduously as they did the land, we should shortly be in the midst of a renaissance of figure painting. At the moment, however, the chances for this appear quite remote. The trend of the twentieth century has been to de-humanize art. The beauty of a woman's eye has been supplanted by the whirling patterns of "subconscious manifestations" and the form of her limbs must compete with "dynamic tensions in pure design".

This de-sexing of art is, to me, an explanation of the overall weakness and confusion that reigns in world art today. Time will no doubt restore woman to her rightful place in the hierarchy of art. In the meantime, it is only to be hoped that she will not take her revenge by accelerating the deadly possibilities for standardization offered by charm school and beauty counselor. The painter already has enough objects for *still-life*.

Above, Young Woman With Draped Head by the late Toronto artist, J. S. Hallam. Below, Masquerade by the Quebec painter, Paul-Emile Borduas.

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PAUL CHARTRAND, OFFICE GENERAL DES GRANDES MARQUES, MONTREAL

Letters

Subscription TV

It is hard to believe that the Federal Government could actually entertain any thought of permitting the CBC to charge for some of its programs (subscription TV) as a means of collecting more revenue. Every set owner already pays a very heavy fee when he purchases a set, as a consequence of the 15 per cent tax collected by the Government. In addition, he contributes to the statutory grants made to the CBC. I have no complaint against the CBC itself, but surely it can operate without such gimmicks as this, which violate the principle that inspires the CBC —service on a national scale. If subscription TV is to be introduced, let it be done by private operators.

KITCHENER, ONT. DONALD BRAUN

Crime and Publicity

In his article on the law's attitude towards the sexual offender, Mr. W. E. MacDonald makes the outrageous suggestion that more publicity should be given the court hearings of sexual crimes. If the suggestion were followed, the country's newspapers would be flooded with the most disgusting and erotic details of such crimes. Is there not too much sensationalism in the press now? Would not the newspapers, vying with each other to present the most lurid reports in their mad scramble for circulation, degenerate to the level of the comic books? . . . A decent parent would be ashamed to take a newspaper home, where his family could read it . . .

TORONTO FRANK PRITCHARD

Editor's note: What Mr. MacDonald suggested was that the names of persons convicted of sex offences be publicized. Mr. Pritchard apparently prefers not to know if someone in his neighborhood is a potential menace to his family. No problem can be solved by ignoring it.

Export of Culture

Your comment on a "cultural bombardment" of foreign countries by Canada was just, as far as it went. But it did not go far enough. Before we talk about exporting Canadian culture, we should make sure that we have something to export that is representative of *Canadian* culture. There are such typical Canadian sports as hockey and lacrosse. There is a surprisingly good volume of quite distinctive Canadian painting, some nondescript sculpture, a small amount of musical composition and a couple of dozen books with a really Canadian flavor. . . . What would be the point in sending abroad such a group as a ballet company? The ballet is an Old World, highly esoteric art form that is alien to this country; Europeans are more at home with this sort of grotesque prancing, and do it better. A stage company? The Canadian stage is cluttered with refugees from English theatres who have nothing more than a tired competence to give to drama that could not by any stretch of the imagination be called Canadian . . . Shall we carry inferior coals to Newcastle?

MONTREAL E. J. CASSELS

We can never expect the growth of a healthy culture in Canada if a national organ with the influence of SATURDAY NIGHT is opposed to such a fundamental development in the promotion of culture as the subsidizing of cultural missions to other countries . . . Canada is growing up to take an important place among the nations. It would be a sorry thing if people in other countries thought of Canadians only as uninspired money-grubbers . . .

OTTAWA ALBERT LAROCHE

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